FEBRUARY 9, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

PERSPECTIVE '59: a 70-page status report on radio-tv Page 63

New spectrum disturbances forming on federal front? Page 23

Benton & Bowles takes up cudgel against dual rates Page 26

NAB stamps its approval on broadcast editorializing Page 35

The SALESMAN makes a difference..

and so does the STATION!

You can bet on it — a reputable, *believable* salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, *effective* salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades—by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the "first 50".

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa's GREATEST radio station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines, **WOC-TV**, Davenport

Peters, Griffin, Woodward, Inc.,
National Representatives

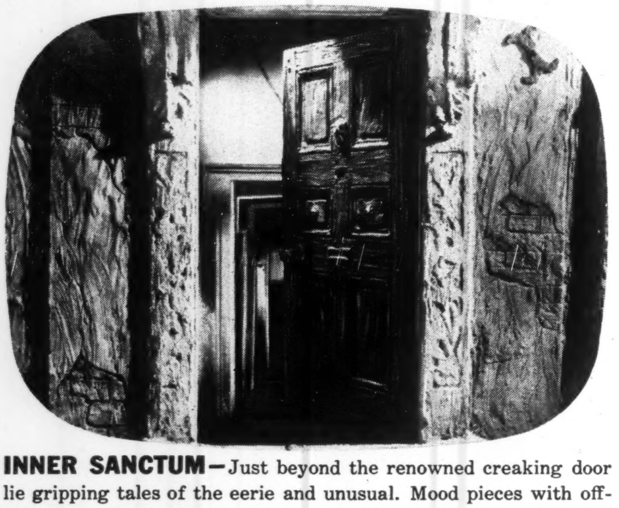
AH! SWEET MYSTERIES!

Americans dearly love a mystery—*any* kind of mystery. Witness the hordes of hard and soft-cover books, pulp magazines and slick periodicals that thrive on the endless demand. *Moral for telecasters: Take the guesswork out of your programming—put the mystery in. The VPS mystery, of course!*

PANIC—Ordinary people suddenly flung into situations of extraordinary suspense. First-run-off-the-network, with an outstanding ARB record. Stars include Everett Sloane, Mercedes McCambridge, Ann Rutherford, James Mason.

DANGEROUS ASSIGNMENT—Espionage on an international scale, starring Hollywood's Brian Donlevy. As government agent Steve Mitchell, he covers the earth like a coat of well-known paint. Lots of latitude for free-swinging adventure.

CAPTURED—The original "Gangbusters" of radio-TV fame, with Chester Morris as host. Dramatized recaps of headline police cases like those of Willie Sutton, Tony the Stinger, Little Duke Likini. Arrestingly authentic.



INNER SANCTUM—Just beyond the renowned creaking door lie gripping tales of the eerie and unusual. Mood pieces with off-the-beaten-track themes, featuring leading performers of Hollywood and Broadway.

THE FALCON—Undercover action overseas. Charles McGraw stars as U. S. secret "op" Mike Waring, otherwise known as "The Falcon." Plots and counter-plots on both sides of the Iron Curtain make for intriguing drama.

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS • 663 FIFTH AVENUE, NEW YORK 22, N. Y. • CIRCLE 7-8300

CANADIAN REPRESENTATIVE: FREMANTLE OF CANADA, LTD.

buy St. Louis à la card*

BLAIR-TV
KTVI
2
a

***KTVI RATE CARD**...*your lowest cost per thousand TV buy in St. Louis*

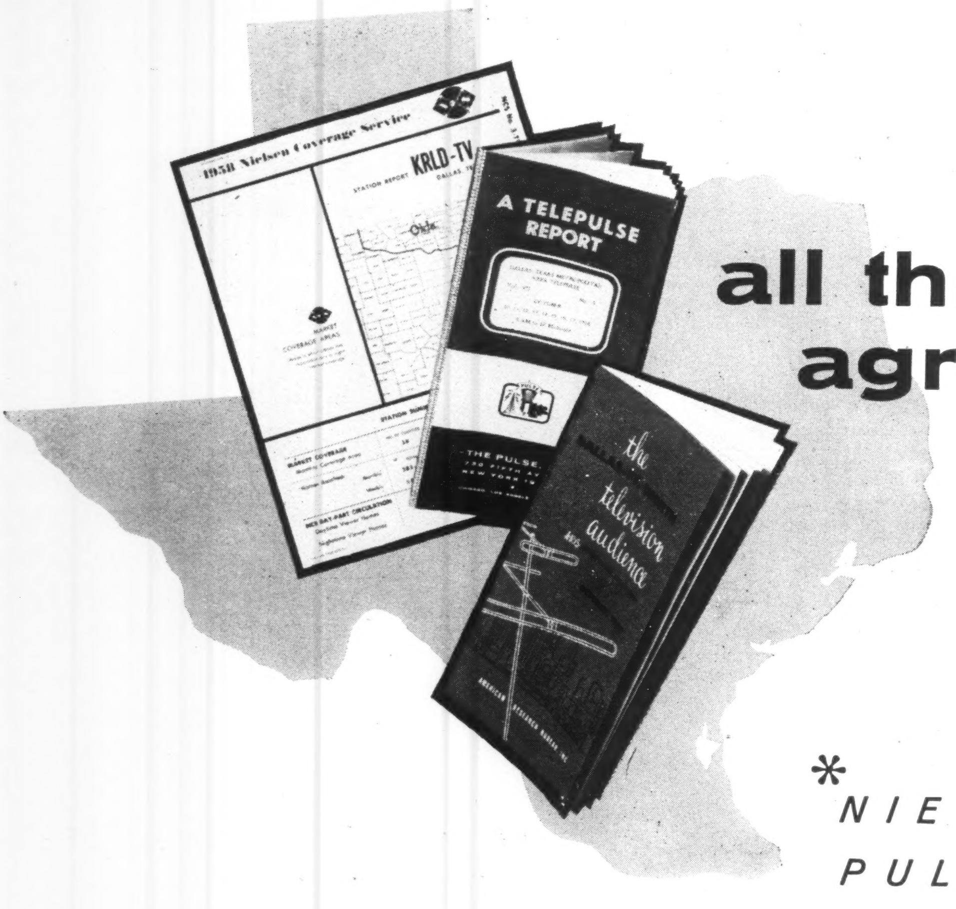
Represented nationally by

BLAIR-TV

KTVI 2
CHANNEL 2 ST. LOUIS

abc

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.


1958 Nielsen Coverage Service
KRLD-TV
A TELEPULSE REPORT
THE PULSE
the television audience
AMERICAN RESEARCH BUREAU INC

all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV is your best buy

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (December, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas – Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and eight of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV

The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CLOSED CIRCUIT®

50-50 on NBC Radio • That new programming being prepared by NBC Radio (Closed Circuit, Feb. 2) is expected to work this way: it'll be 17 five-minute periods per day, scheduled at 25 minutes past the hour, with half of commercial positions to be sold by network and half by stations. Extension of network's *Stardust* programming will feature Bob Hope, Groucho Marx, Marlene Dietrich, George Gobel, Ed Gardner, etc., in entertainment vignettes. Despite reports circulating that NBC will ask for "free" time in return for commercial positions available to stations, inside word is that affiliates will be compensated at regular rates for all network sales, with no barter involved.

Multiple ownership • Consensus of FCC last week after several meetings on subject was that Barrow Report recommendation that multiple owners be limited to three vhf tv outlets in top 25 markets would be unworkable. Commissioners batted subject back and forth several times during week, with final conclusions that although local ownership might be desirable, it was not overriding—particularly to point where present multiple owners who are doing good job be required to lose key outlets in top markets.

Commission also last week discussed Barrow Report recommendation that station sales be put on cash basis so others besides purchaser might put in bid for property. Although few commissioners felt present procedure could be improved (to permit FCC to have more voice in deciding who gets station), most felt hands are tied since 1952 Communications Act amendments forbid old Avco procedure and any changes would be, in essence, in conflict with Congressional intent. Other matters taken up during week (Commission met every day except Wednesday when most FCC commissioners attended Radio-Television Executives Society luncheon in New York) were following, but no final decisions made: community antenna systems, boosters, tv allocations, common carrier matters, international telecommunication problems.

Quarter horses • Critics who say people look at nothing but westerns on tv are not half right. A. C. Nielsen Co. people have been studying their audience data, find that in one winter week (ended Nov. 29) average tv home spent 12 hours 30 minutes watching nighttime (7-11 p.m.) network sponsored shows, with 2 hours 49 minutes of that time spent looking at westerns. It comes out to 22.5% of time spent with nighttime sponsored network tv.

Organization men • House Commerce Committee subcommittee assignments have not been made, as yet, but old Transportation & Communications body definitely will be split. Parent committee chairman Rep. Oren Harris (D-Ark.) will retain Communications chairmanship while No. 2 Democrat John Bell Williams (Miss.) will head Transportation. Ranking minority member John Bennett (R-Mich.) will take spot on Communications with Rep. William Springer (R-Ill.), second-ranking committee member in his party, to be assigned to Transportation although preferring Communications Subcommittee seat. Rep. Harris still had not decided form 1959 Oversight Subcommittee will take although four staffers, including one investigator, still are on payroll.

Tape and labor • Kenyon & Eckhardt, which tapes 30% of its tv commercial output, has decided not to "farm out" any more of its taped commercials for its automotive accounts for time being. Agency handles Edsel and Mercury, got itself entangled in internecine union squabble late last month when two Edsel commercials were taped in New York (Broadcasting, Feb. 2). From now on, says K&E, taped auto commercials will be handled at networks.

K&E meantime quickened interest in film for some of its auto commercials as result of experience with Transfilm's "visual squeeze" process (tv variation of old filmograph technique). Such commercial filmed with Ed Sullivan for Mercury cars was scheduled for showing on next Sunday's (Feb. 15) Sullivan show. Technique gives staccato-like effect or "visual squeeze," has been used also by Ford autos via J. Walter Thompson.

Roster of members • NAB, as of first of year, had active station membership of 2,186 as against 2,070 year ago, board of directors was told last Friday at Hollywood, Fla. meeting. Net gains included 65 in am, 46 fm and 5 in tv. There were 105 associate members as of Jan. 1 as against 118 associates year ago. Among station resignations was that of WHAS-AM-TV Louisville. Offsetting additions include WTIC-TV Hartford and KCOP (TV) Los Angeles.

Forecast stormy • Proposal for federal aid to educational tv, which breezed through Senate Commerce Committee last week (story, page 137), will run into stormy weather generated by economy bloc. This particularly expected to be true when bill reaches House, where one representative described measure as just another way to spend taxpayers' money.

Option opinion • Justice Dept. reportedly has all but decided to tell FCC television network option time violates antitrust laws. Month ago FCC gave Justice report saying FCC majority thought option time was necessary. Whether Justice will go beyond mere statement of its opinion and tell FCC what ought to be done isn't known. It's conjectured Justice may be waiting for forthcoming Supreme Court ruling which could affect administration of antitrust laws in broadcast field.

Before Supreme Court is appeal on motion in antitrust case involving NBC-Westinghouse swap of Cleveland and Philadelphia stations. It's felt Supreme Court ruling will decide that either FCC or Justice has primary responsibility of antitrust law enforcement in broadcast regulation.

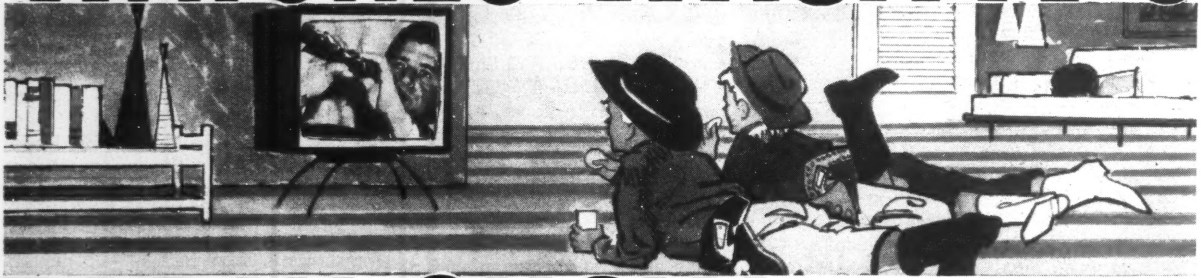
Program protests • Refusal of NAB Board at its Hollywood, Fla. session Friday to oppose full-tilt FCC's proposed revision of application form dealing with program breakdowns expected to result in filing of opposition by more individual stations than normally would be case. There's considerable support for position of Comr. T.A.M. Craven that program form constitutes censorship and therefore is illegal. Illinois State Broadcasters Assn. formally has taken action supporting Craven position and Leslie Johnson, WHBF-AM-TV Rock Island, is leading proponent for all-out action.

Station bait • NBC-TV is ready to go with two "experiments." Starting March 1, in response to affiliate requests and in hopes of improving clearances on these programs, it will make five one-minute commercial positions available for station sale in each of two daytime strips: *Dough-Re-Mi* at 10-10:30 a.m. and *Truth or Consequences* at 2-2:30 p.m. Positions are subject to recapture on 14 days' notice in case of network sale, and NBC reserves right to call whole deal off at end of 13 weeks. Other experiment, which also may be halted after 12 weeks, is elimination of middle station break in *Tic Tac Dough* (Mon.-Fri., 12-12:30 p.m.) and extension of station break at end of one minute. Idea here is to see whether audience will be maintained better throughout show if there's no middle interruption.

IN ATLANTA...

THE WHOLE FAMILY

WATCHES WAGA-TV's



EARLY SHOW

BUILDING NEW SUCCESS STORIES EVERY DAY!

Ratings are rocketing on WAGA-TV'S Early Show, 5:30 p.m. Mondays thru Fridays, featuring top Warner Brothers, RKO, United Artists, and Screen Gem movies that deliver a big family audience at low cost. There's a new success story nearly every day . . . why not make the next one yours? See your Katz man now.

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV	WJW-TV	WSPD-TV	WJBK-TV	WITI-TV
Atlanta	Cleveland	Toledo	Detroit	Milwaukee

CHANNEL 5 CBS ATLANTA

waga•tv

WEEK IN BRIEF

Mr. Lund

How does tv sell your 'Product X'? • A firm believer in the selling punch of television, Art Lund, vice president, radio-tv, Campbell-Mithun Inc., Minneapolis, doesn't pull any when he relates what he considers improper commercial practices by some tv stations. The sad case history of "Product X" is told in this week's MONDAY MEMO, Page **21**.

Allocations on the spot again • OCDM proposal to have Presidential-named commission study spectrum assignments draws roar from Capitol Hill. FCC's Doerfer sees hope for wider all-vhf tv band. Page **23**.

Benton & Bowles on single rate • Agency cracks down on two-rate system of local and national rates in television wherein local rival product is priced competitively with national brand. Page **26**.

Lark's 1,200-station radio drive • D'Arcy's direct approach to stations for two-week Studebaker campaign stirs excitement, criticism, but most of the antagonism appears dispelled by agency's explanations. Page **28**.

NAB Board okays editorializing • Directors find phony men-in-white commercials under control; Chicago convention to consider anti-tv campaigns. Page **35**.

New worlds for studio tv • CBS-TV network unveils "VideoScene" device permitting live action in miniature sets, says it will give virtually unlimited range to live studio production. Page **52**.

NBC-TV show changes • Steve Allen at 7:30, Gobel and Fisher dropped; Kraft-Como decision expected this week. Page **53**.

Sports fracas revived • Kefauver sports antitrust bill would leave it up to FCC to approve or disapprove any attempts to blackout professional football and baseball telecasts. Page **136**.

'Ex parte' contacts a 'must' • FCC brief to appeals court upholds private talks between commissioners and parties concerned in rulemaking proceedings on deintermixture cases. But Justice Dept. thinks differently, calls for hearing. Page **138**.

Perspective '59—A Report on Radio-Tv in 1958-59

The curves that are starting to climb in '59 Page 63
How radio-tv ran against the stream in '58 Page 64
Radio time sales since 1935; tv from 1948 Page 65
Arno Johnson: beginning of a 10-year boom? Page 66
Richard Doherty: the '59 climb for radio-tv Page 78
What the space age means to television Page 80
Pete Cash: tv gross should rise 10% in '59 Page 89
An analysis of the broadcast audience today Page 100
Kev Sweeney: a warning on radio complacency Page 102
Why the strong enthusiasm for videotape in '59? Page 112
Fm's story today: have audience, can sell Page 124

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 26
BUSINESS BRIEFLY 32
CHANGING HANDS 46
CLOSED CIRCUIT 5
COLORCASTING 54
DATEBOOK 15
EDITORIAL PAGE 162
EQUIPMENT & ENGINEERING 141
FANFARE 148
FATES & FORTUNES 142
FOR THE RECORD 150
GOVERNMENT 136
INTERNATIONAL 146
LEAD STORY 23
THE MEDIA 35
MONDAY MEMO 21
OPEN MIKE 16
OUR RESPECTS 161
PLAYBACK 147
PROGRAMMING 52
WEEK'S HEADLINERS 10

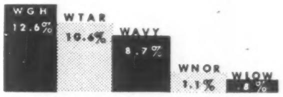
...We wanted to know...
so we asked PULSE
to ask the people of
Nations 27th Largest
Market the following

THE RESULTS:

November 1958
Qualitative
Survey of the
22 County
Tidewater, Va.
Area

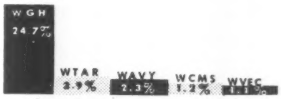
Question 1:
When you first turn on the radio, is there any particular station you try first?

Answer:



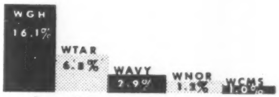
Question 2:
Which radio station, if any, do you prefer for music?

Answer:



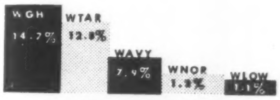
Question 3:
Which radio station, if any, do you prefer for news?

Answer:



Question 4:
If you heard conflicting accounts of the same story on different radio stations which station would you believe?

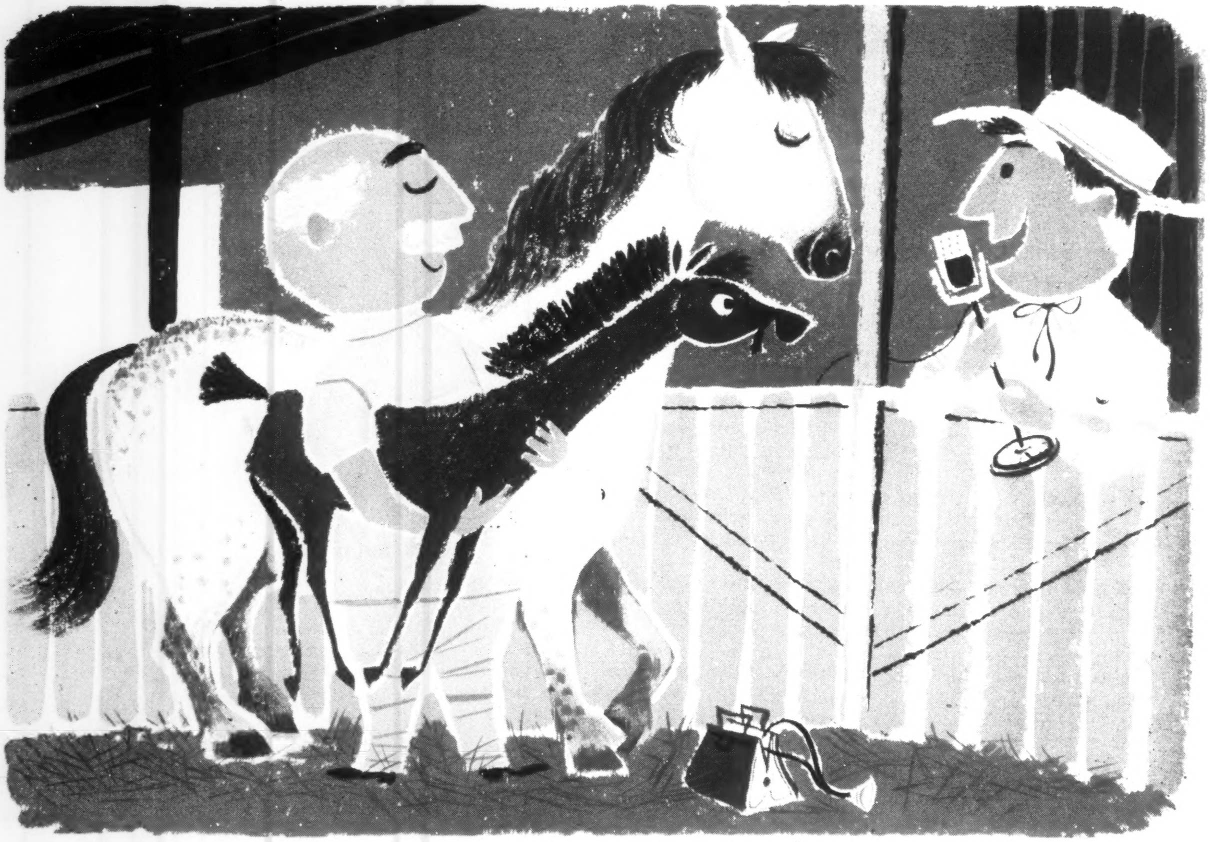
Answer:



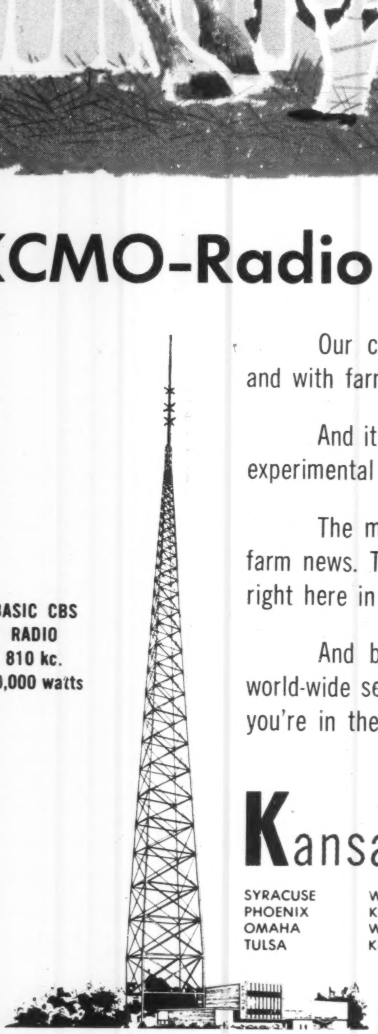
WGH RADIO
Color Channel 131
Norfolk - Newport News - Portsmouth
and Hampton, Virginia

...ranks 1st during 155 out of 180 rated half hours...

Represented Nationally by
JOHN BLAIR & COMPANY



KCMO-Radio gets farm news first too



BASIC CBS RADIO 810 kc. 50,000 watts

Our coverage of farm news starts where news begins—on the farms and with farmers.

And it ranges over the whole farm scene — from feedlots, stockyards, and experimental stations all the way to the State Houses and Washington, D. C.

The men who follow the facts are men who know what makes Midwest farm news. They're career journalists—professionals all. Born, reared, educated right here in the American heartland.

And behind them are the far-reaching news lines of CBS and KCMO'S world-wide services. From the neighboring farm to agriculture's farthest frontier, you're in the know on KCMO-Radio.

Kansas City MO-radio

JOE HARTENBOWER, GENERAL MANAGER
R. W. EVANS, STATION MANAGER

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations are affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 23

NAB OPENS CONVENTION DOORS

Antitrust exemption for sports opposed

Closed-door formula adopted year ago for 1959 NAB ownership-management meetings during Chicago convention (March 15-18) was reversed Friday (Feb. 6) as association's joint boards wound up three-day meeting at Hollywood, Fla. (Early stories start page 35.)

Reacting to criticism of closed business meetings (BROADCASTING, Jan. 19), boards instructed Convention Committee to reconsider policy. Following close of board sessions, committee decided all radio sessions at Chicago should be open, with one tv business meeting and labor clinic to be held behind closed doors.

Record budget of slightly over $1 million for fiscal year 1959-60 was approved.

Directors voted against full-scale NAB participation in rulemaking procedure at FCC on proposed application forms covering programming. Decision authorizes efforts to seek clarification of proposal but did not support position taken by Commissioner T.A.M. Craven against programming form on ground it constitutes censorship and is therefore illegal. Action was based on feeling that NAB should not go beyond procedural participation, leaving to individual licensees decision as to course they will follow. Responses to rulemaking are due Feb. 20.

In discussion of Supreme Court appeal of WDAY Fargo, N. D., on licensee responsibility for libel charged against political candidate, board was told by Douglas A. Anello, chief attorney, that case would be argued this week and that upon result could hinge quest of broadcasters for full freedom from program regulation.

Proposal of Tom Bostic, KIMA-TV Yakima, Wash., that NAB seek clarification of status of broadcasters who run for public office, was passed over pending outcome of Fargo Sec. 315 appeal.

After hearing legislative report of Vincent T. Wasilewski, government relations director, board reaffirmed its opposition to bills to exempt professional sports from antitrust laws. It also opposed legislation that would bar so-called *ex parte* contact in non-adjudicatory proceedings. Resolution of Radio Board to look with disfavor upon hard liquor advertising on radio and tv was approved.

Other actions: Adopted resolutions commending American Bar Assn. for appointment of committee to study Canon 35 and urged increased activity in seeking equal access; heard that about half of $10,000 "seed" money authorized for exploration of Hall of Fame project had been collected, with meeting to be held in Washington, Feb. 17.

Re-elected Everett Revercomb secretary-treasurer for fourth successive year.

Designated A. Prose Walker, NAB engineering manager, as representative at International Telecommunications Conference in Geneva later this year.

Approved new rules allowing membership of satellites and semi-satellites under minimum dues provision.

Decided to hold 1961 winter board session in Hollywood, Fla. (1960 meeting will be in Palm Springs, Calif.).

Substituted Chicago for Louisville in 1960 fall conference schedule, with meeting to be held Nov. 9-10.

ARB expands service

Diversification of American Research Bureau Inc., Washington and New York, into opinion and market research announced today (Feb. 9) by James Seiler, ARB's director. New firm, ARB Surveys Inc., will have management and function separate from bureau but will use ARB's field interviewing force, technical staff and sales organization. ARB Surveys will open for business March 1 with offices at 201 E. 57th St., New York, with Don Cahalan, formerly of W. R. Simmons & Assoc. Research Inc. and National Opinion Research Center, U. of Chicago, as president.

WPRO sale filed

Sale of WPRO-AM-FM-TV Providence by Cherry & Webb Broadcasting Co. to Capital Cities Tv Corp. for $6,508,808 was filed at FCC Friday (Feb. 6) (BROADCASTING, Dec. 22, 1958). Of $7.5 million borrowed by Capital Cities to finance sale, $1.5 million was borrowed from John B. Poole, Bloomfield Hills, Mich., attorney, identified as owner of 31,000 shares of Storer Broadcasting Co.

Coast pay-tv rumors draw disclaimers

Los Angeles papers were bannering expectation that their Dodgers baseball team would be "on pay-tv by July," but explorations turned up little grounds to support them Friday (Feb. 6). Dodgers' Walter O'Malley said no arrangements had been made. Pacific Telephone & Telegraph Co., reported interested in stringing wires for L. A. pay-tv service, said it had neither commitments nor recent negotiations.

RCA Service Co., said to be interested in hooking homes to lines strung by Pacific T&T, said it had held negotiations but they were broken off.

Report that Skiatron of America, interested in getting its pay-tv system into L. A., might float $6 million security issue through Merrill Lynch, Pierce, Fenner & Smith, for loan to Pacific T&T, brought surprised reaction from Merrill Lynch authorities, who said they'd never heard of it. Matty Fox, key figure in Skiatron pay-tv operation, could not be reached (see page 54).

Cunningham asks joint etv system

Nationwide move to "upgrade our national mind" through single or multichannel tv facility to be advocated today (Feb. 9) by John P. Cunningham, chairman of board, Cunningham & Walsh. He refers to "full-time, 24-hour-a-day" educational tv facility to reach every person in U.S., in talk prepared for Advertising Federation of America mid-winter conference at Washington, D.C. Mr. Cunningham said 24-hour facility was ideal toward which country should aim. In speech, he advocates tv coverage of Congress for classroom viewing; suggests joint committee of advertisers, broadcasters and educators to explore national service and warns he'll continue to make "nuisance of myself among advertising people" until issue is met.

• Business briefly

• In its first use of network television, I. B. Kleinert Rubber Co., New York, (bathing caps, baby pants, notions) is understood to have made purchases on NBC-TV daytime programs, including alternate week, quarter-hour sponsorship of *Truth or Consequences* (Mon.-Fri., 2-2:30 p.m.) and *County Fair* (Mon.-Fri., 4:30 p.m.). Agency: Grey Adv., New York.

WEEK'S HEADLINERS

• David C. Adams, NBC exective v.p. for corporate relations, named to new post of senior executive v.p., and Walter D. Scott, NBC-TV sales v.p., elected executive v.p. in charge of tv network, at NBC board meeting Friday (Feb. 6). Four other executive promotions also announced: Don Durgin, v.p. and national sales manager for tv, to v.p. in charge of network tv sales, succeeding Mr. Scott; James A. Stabile from director to v.p. in charge of talent and program contract administration; Albert L. Capstaff from director to v.p. for radio network programs, and George A. Graham Jr. from director to v.p. for sales planning for radio network. As executive v.p. for tv network Mr. Scott takes post vacated by Robert E. Kintner when he became president last July. Announcing promotions, board chairman Robert W. Sarnoff said "most significant aspect" was that all were made from within company, reflecting both personal accomplishment and depth of NBC's executive personnel.

Mr. Riddleberger

Mr. Trevarthen

• Stephen Riddleberger, v.p. and comptroller of ABC, appointed to newly-created post of v.p. for o&o stations, and William H. Trevarthen, director of engineering operations for ABC, named v.p. in charge of production services. Mr. Riddleberger's post was created, according to Leonard H. Goldenson, president of AB-PT, in recognition of "the vital part our owned and operated stations play in ABC's success." Mr. Riddleberger joined ABC in 1953 as radio budget officer and in October 1957 was promoted to v.p.-comptroller of ABC and assistant treasurer of AB-PT. He had previously been with NBC for seven years. Mr. Trevarthen has been with ABC since its separation from NBC in 1943. He was appointed operations supervisor in 1947 and in March 1953 director of engineering operations.

Mr. Hayes

Mr. Allison

• Gordon F. Hayes, v.p. of CBS Radio in charge of CBS Radio Spot Sales, appointed to national manager of affiliate relations for CBS-TV, effective Feb. 23, assuming position held by Carl S. Ward until his elevation to v.p. and director of affiliate relations. Milton F. (Chick) Allison, eastern sales manager of CBS Radio Spot Sales, named to assume duties relinquished by Mr. Hayes with title of general manager of CBS Radio Spot Sales. Mr. Hayes joined CBS Radio Spot Sales in Chicago in 1945 as assistant sales manager; was promoted to western sales manager in 1948 and was named general manager for New York unit in 1956. He had previously been salesman for WTOP Washington. Mr. Allison has been with spot sales since 1949 and earlier had been sales manager of WLWT (TV) Cincinnati in 1948-49 and sales manager of WPEN Philadelphia, starting in 1946. Donald E. Clancey, business manager of affiliate relations for CBS-TV, named administrative manager, with change in title said to "reflect Mr. Clancey's increased responsibilities in the department."

Mr. Wright

• Jay W. Wright named president of Radio Service Corp. (KSL-AM-FM-TV Salt Lake City, Utah). Mr. Wright, formerly of CBS general engineering department, has spent past 4½ years as administrative v.p. and later as executive v.p. of corporation. In broadcasting since 1929, he was with Glen D. Gillette, consulting engineers, Washington, D.C., prior to CBS. Other appointments: David O. McKay named member and chairman of board of directors: Stephen L. Richards and J. Reuben Clark Jr., named vice chairmen. Mr. Wright was also added to board of directors. J. Allen Jensen named corporation v.p. and secretary, and Joseph A. Kjar, general manager of KSL-AM-FM, elevated to v.p. Ivor Sharp, with KSL since 1938 and v.p. in charge of corporate development since 1956, has retired. D. Lennox Murdoch continues as v.p. and general manager of KSL-TV, and Benjamin H. Hollingsworth continues as treasurer and assistant secretary.

Mr. Watson

• Hathaway Watson, partner in Booz, Allen & Hamilton management consultants, Washington, elected vice president of RKO Teleradio Pictures Inc., with headquarters in New York. Booz, Allen & Hamilton recently completed survey for RKO-owned stations, with Mr. Watson playing major role. He will help implement recommendations made for RKO stations, with emphasis upon more uniform approach in selling national business. Also planned: common programming among all RKO stations; special assignments for Mr. Watson to be handed out by President Thomas O'Neil. Mr. Watson formerly was assistant Secretary of State and served on White House staff during Truman Administration. RKO stations include WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WHBG-AM-TV Memphis, WGMS Washington and KFRC San Francisco.

• Howard Eaton Jr., media manager of radio and tv at Lever Bros. past two years, promoted to media director today (Feb. 9). Mr. Eaton will be responsible for purchase of all Lever's print and tv time, talent and programs working with Lever's six agencies. In effect Mr. Eaton succeeds Samuel Thurm, now Lever's advertising v.p., Mr. Thurm having succeeded Henry M. Schachte, who now is executive v.p. Both Messrs. Thurm and Eaton report to Mr. Schachte. Mr. Eaton was sports editor, WELI New Haven, Conn., 1947-52, also handled play-by-play broadcast of Yale U. games which he still does each year. He joined Young & Rubicam as tv account representative in 1952

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

KLZ-TV is still number one

WHIRLYBIRDS
DR. BECKER RAINMAKER

as Colorado Celebrates its Centennial

STARR YELLAND	Highest rated sports show	Avg. 20.9
CARL AKERS	Highest rated evening news	Avg. 23.9
	Highest rated afternoon news	Avg. 11.4
BOB BUTZ	Highest rated morning news	Avg. 4.7
ART GOW	Highest rated live music show	Avg. 4.7
GENE AMOLE	Highest rated live remote show	19.9
FRED 'N FAE	Highest rated morning kid show	5.1
DICK BECKER	Highest rated weather show	Avg. 22.4
WHIRLYBIRDS	Highest rated syndicated show	37.7

KLZ
TELEVISION
CBS IN DENVER
channel 7

Again first from sign on to sign off, seven days a week, in both the one week and four week period. 3 of top 5 network programs on CBS-Television.

*November ARB

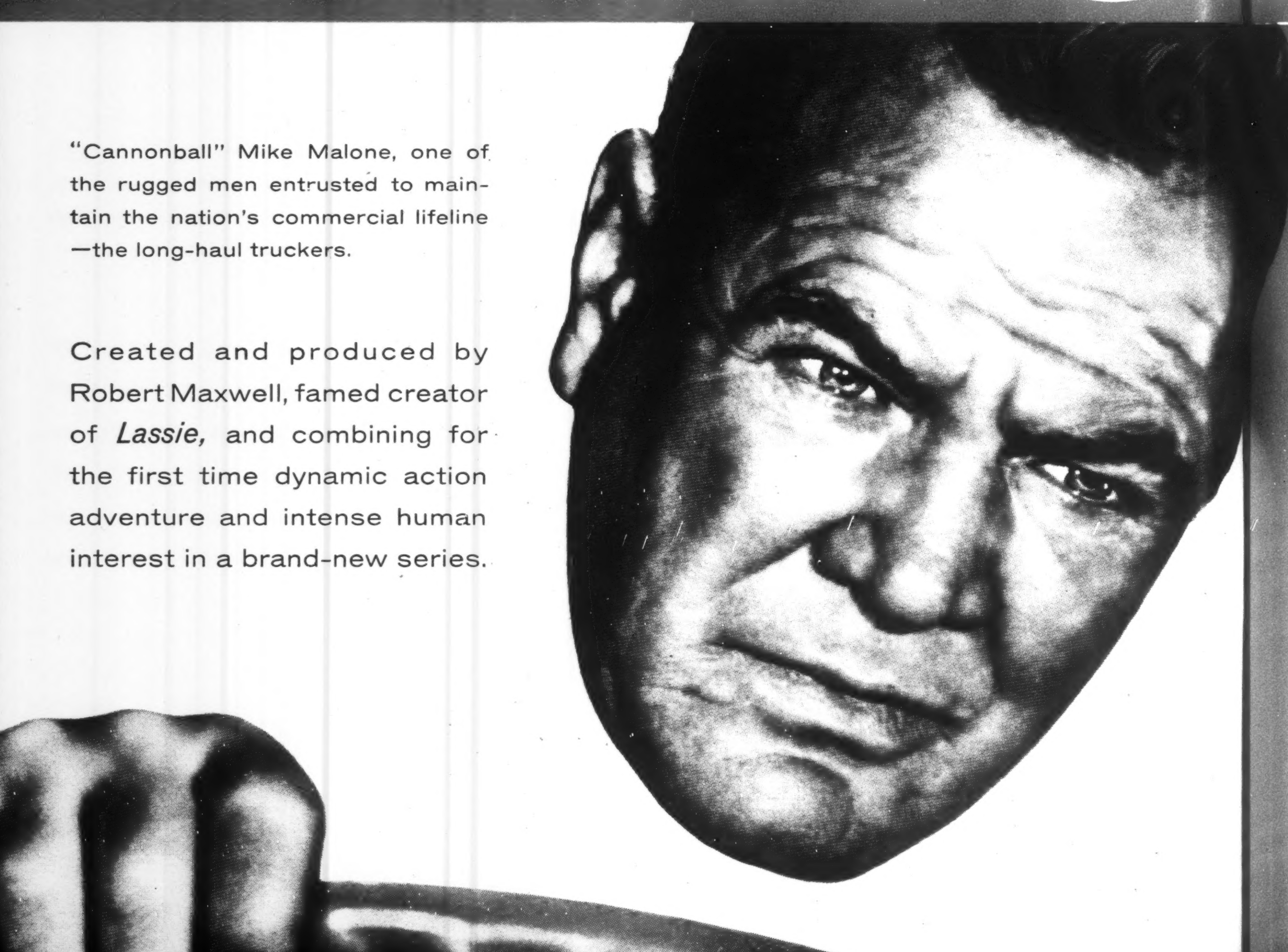
Represented by KATZ Agency

Snapped up in first
7 days in 54 markets!

CANNO

"Cannonball" Mike Malone, one of the rugged men entrusted to maintain the nation's commercial lifeline —the long-haul truckers.

Created and produced by Robert Maxwell, famed creator of *Lassie,* and combining for the first time dynamic action adventure and intense human interest in a brand-new series.



Wire Now for Your Choice of Available Markets!

NBALL

Every day new markets are being snapped up! Markets already sold include Philadelphia, Salt Lake City, Miami, New Haven-Hartford, Norfolk, Detroit, Seattle, Lebanon, San Diego, El Paso, Altoona, Binghamton, Baton Rouge, Phoenix, Denver, etc. Also throughout Canada, sponsored by S. C. Johnson & Co., Ltd. (Johnson's Wax) and Robin Hood Flour Mills, Ltd.

Phone or wire collect now for availability of your market!

INDEPENDENT
TELEVISION
CORPORATION
488 Madison Avenue • New York 22 • PLaza 5-2100

"Traveling Showcase" for Sales...

WKMH
WKMH
Bobbie
ROBIN

Give your clients this WKMH merchandising PLUS in Detroit

Staffed by Detroit's top radio personalities, the new WKMH MOBIL-RAMA is shown above on Washington Boulevard, as it helped promote the March of Dimes and Symphony Week in Detroit. The WKMH MOBIL-RAMA is more than a vehicle for public service. It offers a potent merchandising tool, available to help sell your sponsors' products in the rich Detroit market. This "traveling showcase" is equipped with complete display facilities to tell your client's story and show his products at *point of sale* as well as on the air. Why not put the WKMH MOBIL-RAMA to work for *YOU?*

Represented by Headley-Reed

knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit
WKMF Flint, Michigan
WELL Battle Creek, Michigan
WSAM Saginaw, Michigan
WKHM Jackson, Michigan

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

FEBRUARY

Feb. 8-14—National Advertising Week, sponsored by Advertising Federation of America and Advertising Assn. of the West. Members of Congress will be Ad Week guests of Advertising Federation of America reception Feb. 9 at close of AFA's first midwiner conference, Sheraton-Park Hotel, Washington. Over 350 advertising leaders expected at conference.

Feb. 9—Broadcast Advertising Clinic sponsored by **Hollywood** (Calif.) **Advertising Club,** Hollywood Roosevelt Hotel, 9:30 a.m.-4:15 p.m. Club's first annual radio-tv commercial awards will be made at luncheon.

Feb. 10—Entries close for **National Headliners Club** awards. Address Mall Dodson, Convention Hall, Atlantic City, N. J.

***Feb. 10—Radio & Television Executives Society** Timebuying & Selling Seminar luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. Topic: "Local vs. National Rates." Speakers: Lee Rich, v.p.-media director, Benton & Bowles, and George Armstrong, executive v.p., WHB Kansas City.

Feb. 11—Oliver Treyz, ABC-TV president, will answer **Fortune** article, "The Light That Failed," at **Chicago Broadcast Adv. Club.**

Feb. 12—National Stereophonic Radio Committee of Electronic Industries Assn., Institute of Radio Engineers hdqrs., New York. Separate panels will start plans to create systems uniformity in compatible stereo sound.

Feb. 12—Sixth annual Brotherhood Media Awards of the **National Conference of Christians & Jews** to be presented at New York Brotherhood Week luncheon in Astor Hotel, New York.

Feb. 14—Institute of Radio Engineers, Washington Section, annual banquet, Statler Hilton Hotel, Washington.

Feb. 15—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in **U. S. District Court,** Washington. Motions for trial to be held in Miami are pending.

Feb. 16—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the **FCC** by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

***Feb. 16-17**—Managers of **Tele-Broadcasters Inc.** will hold first annual sales-management meeting at Sheraton East Hotel, New York. H. Scott Killgore is president.

Feb. 17-18—Michigan Assn. of Broadcasters, legislative convention, Olds Hotel, Lansing.

Feb. 17-19—Broadcasting & Film Commission—National Council of Churches, annual meeting, Sheraton-McAlpin Hotel, New York.

Feb. 17-20—Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 18—Comments due on **FCC** proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

***Feb. 18-22—Hi-Fi Show,** Hotel Baltimore, Los Angeles.

Feb. 21—United Press Intl. Broadcasters Assn. of Connecticut, Jolly Fisherman, Norwalk.

Feb. 24-25—NAB Conference of State Broadcaster Assn. Presidents. Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

Feb. 25-27—Electronic Industries Assn. industrial relations conference, Chase-Park Hotel, St. Louis.

***Feb. 26—NAB Engineering Advisory Committee,** NAB hdqrs., Washington.

MARCH

March 4—California Broadcasters Assn., annual membership meeting, El Dorado Inn, Sacramento.

***March 5-6—Assn. of National Advertisers,** Advertising to Business & Industry, Hotel Webster Hall, Pittsburgh.

***March 13-14—Arkansas Broadcasters Assn.,** spring meeting, Hotel Marion, Little Rock.

March 15—Assn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, 10 a.m.

March 15-18—NAB's annual convention at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference,** with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 16—NAB Tv Code Review Board, Conrad Hilton Hotel, Chicago.

March 18-20—Quarterly conference, **Electronic Industries Assn.,** Statler Hilton Hotel, Washington.

March 23-26—National convention, **Institute of Radio Engineers,** Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

APRIL

April 1—Research workshop **Assn. of National Advertisers,** Hotel Pierre, New York.

April 3-5—Mississippi Broadcasters Assn., annual meeting, Buena Vista Hotel, Biloxi.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

April 8—Deadline for comments to **FCC** on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

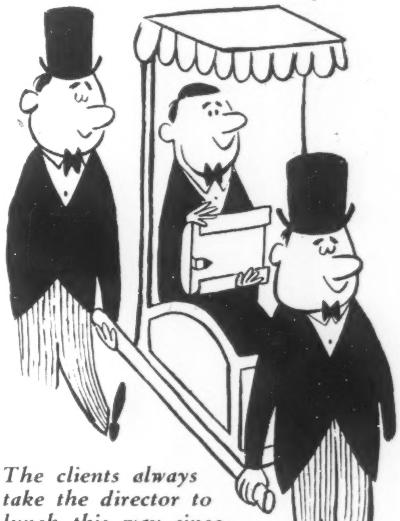
April 12-13—Spring meeting, **Texas Assn. of Broadcasters,** Commodore Perry Hotel, Austin.

April 12-14—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

gay adventures of Wally Wing-it



The clients always take the director to lunch this way since his station installed TelePrompTer

If you have to "wing it", it's safer, surer with TelePrompTer. You can get a smooth professional announcement with a single run through. More and more stations take clients right into the studio, show them how TelePrompTer gives live commercials the smoothness and accuracy of film—assuring network quality at the local level. Broadcasters and clients agree "No station is fully equipped without TelePrompTer."

The TelePro 6000 Rear Screen Projector, too, can show your client's office, store or factory as a convincing background to any commercial. See both TelePrompTer and TelePro at the N.A.B. Convention, March 15th.

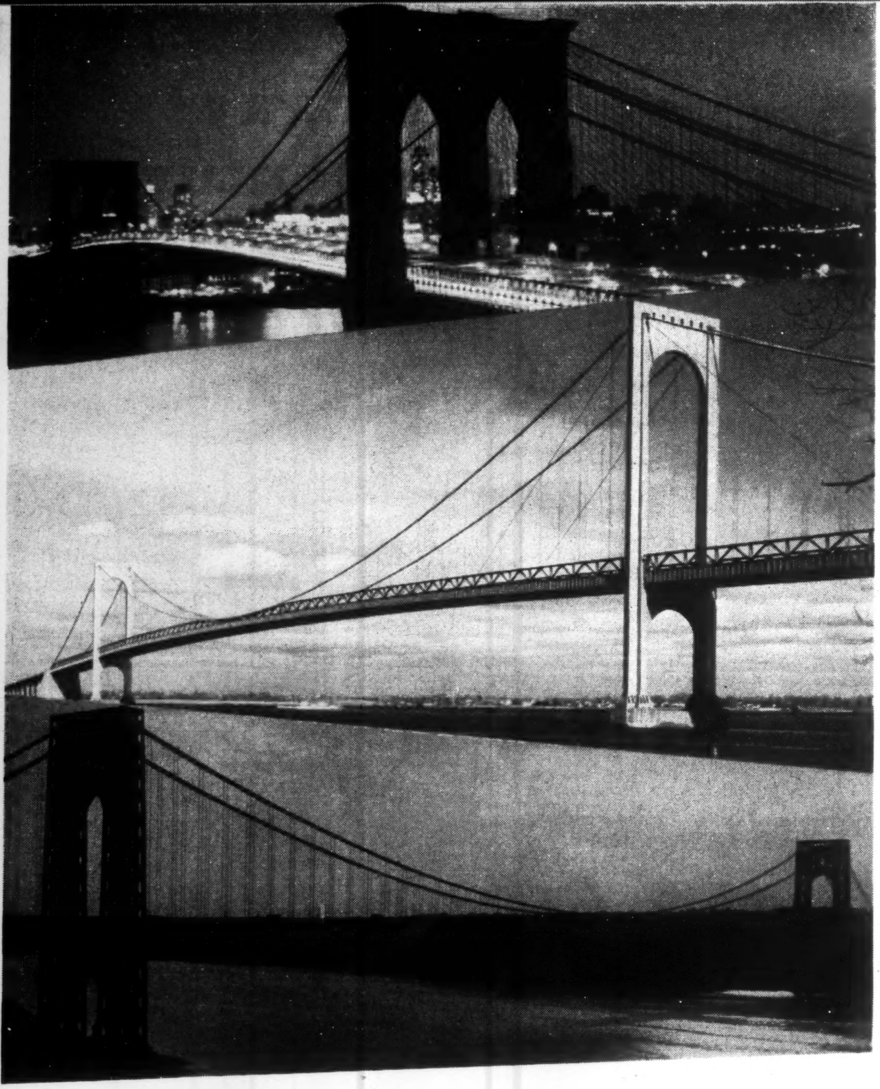
Specialists in

GROUP COMMUNICATIONS

TELEPROMPTER CORPORATION

311 WEST 43 ST., NEW YORK 36, N. Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON



NO MATTER HOW YOU STACK'EM...

you'll find the best bridge to the huge New York audience is

WMCA

The Voice of New York

wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!

No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales

OPEN MIKE

Sloppy station correspondence

EDITOR:

Enclosed is an example of what timebuyers and media people receive several times a week from various radio and tv stations [program log correction].

This has been a pet peeve with me for quite some time. Here is a correction notice in a program schedule for some tv station—but which one? If this were an unusual happening it could pass unnoticed, but it occurs frequently. It seems to me that if this information is important enough to be mailed to timebuyers the station should want the timebuyer to know its identity . . .

Another example of the above is the fairly elaborate brochure sent out by a new tv station and no place on it was the address or town in which the station is located! The coverage map in the brochure covered a number of towns and the business offices could have been in any one of them.

This is just sort of a little "thing" with me. But it does cause one to wonder how carefully one's schedules are handled by these stations that are so careless in their own business.

(Mrs.) Barbara R. Seever
Media Director
Evans & Assoc.
Fort Worth, Tex.

Wanamaker still hot copy

EDITOR:

Please send us 50 reprints of your article: "Radio: Wanamaker's Hot Salesman" [Oct. 20, 1958, page 35].

Walter H. Stamper
Commercial Manager
WAPO Chattanooga, Tenn.

EDITOR:

. . . please send us five copies . . .

Richard J. Scholem
Commercial Manager
WTIG Massillon, Ohio

EDITOR:

Can you send us 20 reprints . . . ?

Robert K. Brown
Manager
KMAQ Maquoketa, Iowa

[EDITOR'S NOTE: Reprints 5¢ each].

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

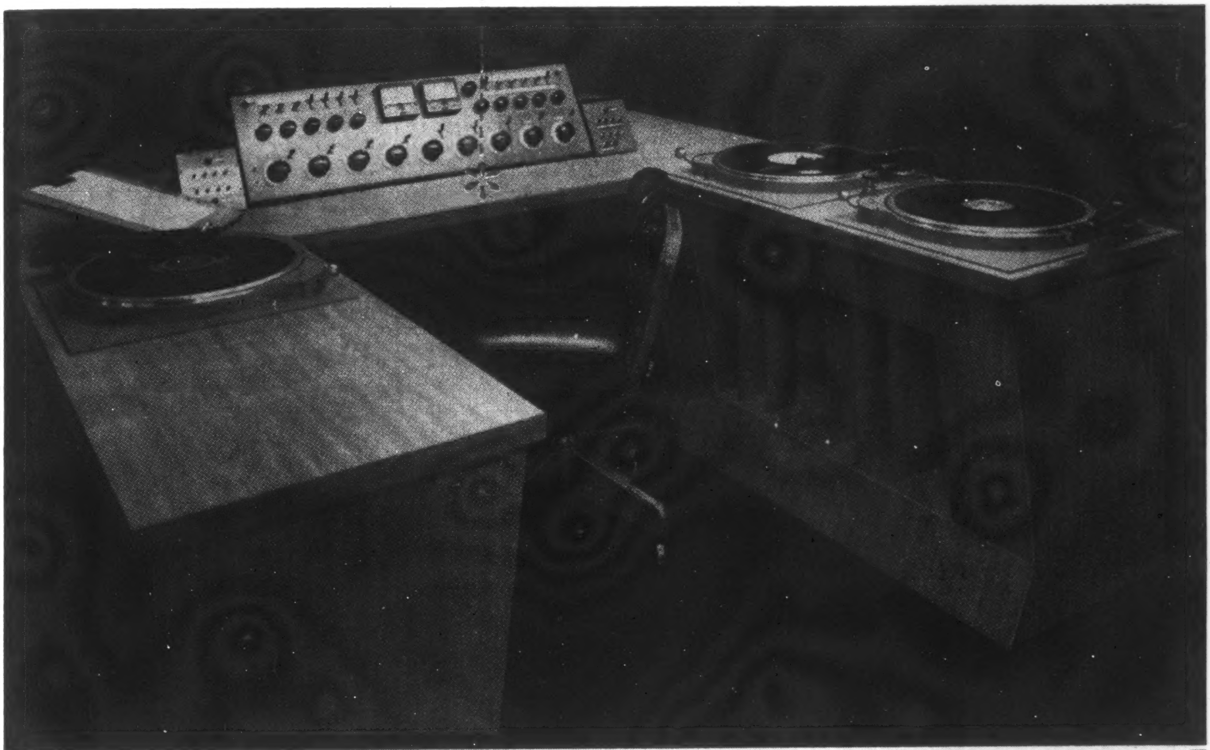
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

find out **how little** a Collins custom control desk will cost you

Collins now offers the most attractive custom control desks available. At lower cost than "catalog" desks! Fully custom designed to meet your requirements. "Cabinet-maker" construction. Natural wood finish, or painted to match or harmonize with your color scheme. No-mar Formica top.

For a free estimate on the desk you need, make a rough sketch of available space and mail with this coupon. There's no obligation of any kind.

*This desk designed for and in use by KOEL, Oelwein, Iowa.



COLLINS RADIO COMPANY • 315 2nd AVE. S.E. • CEDAR RAPIDS, IOWA

Please send me an estimate on a Collins Custom Control Desk. Desk will incorporate:

Turntables (make) (size) (number)

Console (make) (size)

Record Compartment for (number) Records

Name Title

Station or Company Name

Call Letters Address

City Zone State

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

My Mommy Listens to KFWB

The biggest audience of any station in Los Angeles is plenty familiar with the moppet who I.D.'s KFWB Channel 98 Radio around the clock.

Pulse (November-December) says so . . . **but large:** KFWB leads the second station in the market by 33%, and the third station by 42%. Hooper rates KFWB a fat first, too, with a 31% share!

Your clients' sales messages are delivered to **more** mommies, **more** daddies, **more** everybodies . . . when you buy KFWB . . . **first in Los Angeles.**

my mommy listens to

Channel 98 KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by **JOHN BLAIR & CO.**

BROADCASTING PUBLICATIONS INC.

President . . . Sol Taishoff
Vice President . . . Maury Long
Vice President . . . Edwin H. James
Secretary . . . H. H. Tash
Treasurer . . . B. T. Taishoff
Comptroller . . . Irving C. Miller
Asst. Sec.-Treas. . . . Lawrence B. Taishoff

BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

Editor and Publisher . . . Sol Taishoff
Managing Editor . . . Edwin H. James
Senior Editors: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
Special Projects Editor . . . David Glickman
Associate Editor . . . Harold Hopkins
Assistant Editors: Dawson Nail, Jacqueline Eagle; Staff Writers: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; Editorial Assistants: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; Secretary to the Publisher: Gladys L. Hall.

BUSINESS

V.P. & General Manager . . . Maury Long
Sales Manager: Winfield Levi (New York)
Southern Sales Manager . . . Ed Sellers
Production Manager . . . George L. Dant
Traffic Manager . . . Harry Stevens
Classified Advertising . . . Doris Kelly
Advertising Assistants: Merilyn Bean, John Henner, Ada Michael.
Comptroller . . . Irving C. Miller
Assistant Auditor . . . Eunice Weston
Secretary to Gen. Mgr. . . . Eleanor Schadi

CIRCULATION & READER'S SERVICE

Manager . . . John P. Cosgrove
Subscription Manager . . . Frank N. Gentile
Circulation Assistants: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Charles Harpold, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

Editorial

Senior Editor . . . Rufus Crater
Bureau News Manager . . . Donald V. West
Associate Editor: . . . David W. Berlyn
N. Y. Features Editor: Rocco Famighetti
Staff Writers: Richard Erickson, Mary Hurley, Diane Schwartz, Benjamin Seff.

Business

Sales Manager . . . Winfield R. Levi
Sales Service Mgr. . . . Eleanor R. Manning
Eastern Sales Manager . . . Kenneth Cowan
Advertising Assistant . . . Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

Midwest News Editor . . . John Osbon
Midwest Sales Mgr.: Warren W. Middleton
Assistant . . . Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

Senior Editor . . . Bruce Robertson
Western Sales Manager . . . Bill Merritt
Assistant . . . Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. Correspondent: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

"JAXIE" SALUTES SCHLITZ

12
SCHLITZ
BREWING
CO.

The Schlitz Brewing Company has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Schlitz is sponsoring "MacKenzie's Raiders", with Richard Carlson, from 10:30 to 11:00 PM on Thursdays, and this fine show—combined with WFGA-TV coverage—will provide top selling power for the Schlitz Brewing Company.

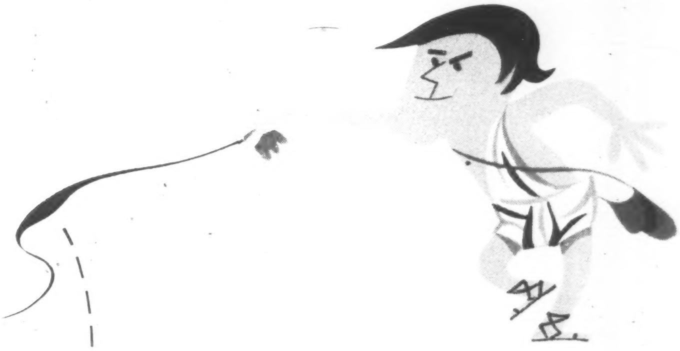
"Jaxie" is proud to have Schlitz and the J. Walter Thompson advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming

Represented nationally by Peters, Griffin, Woodward, Inc.

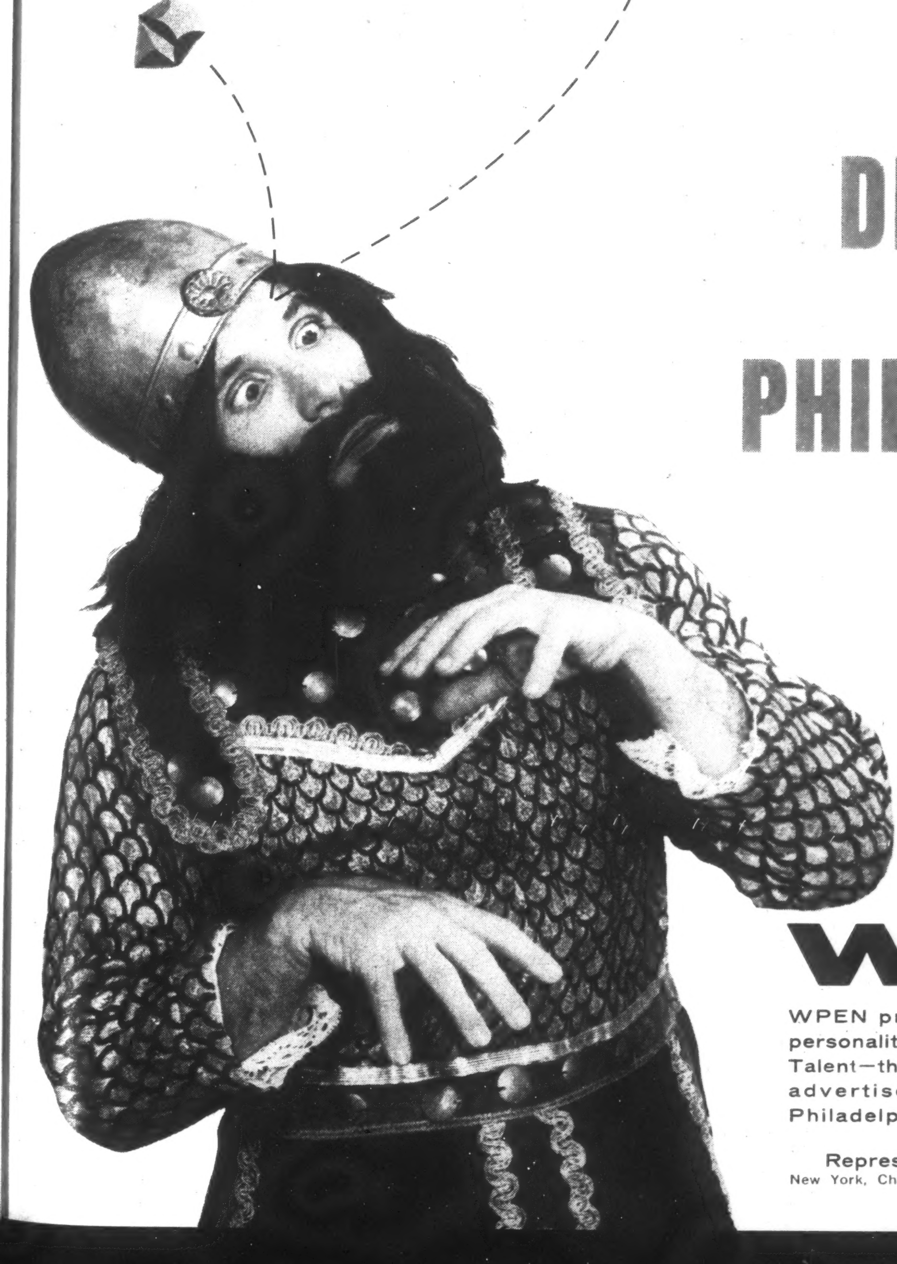
WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S COLORFUL STATION



it takes **TALENT** brother . . . and

THE BIG DIFFERENCE IN PHILADELPHIA RADIO IS TALENT



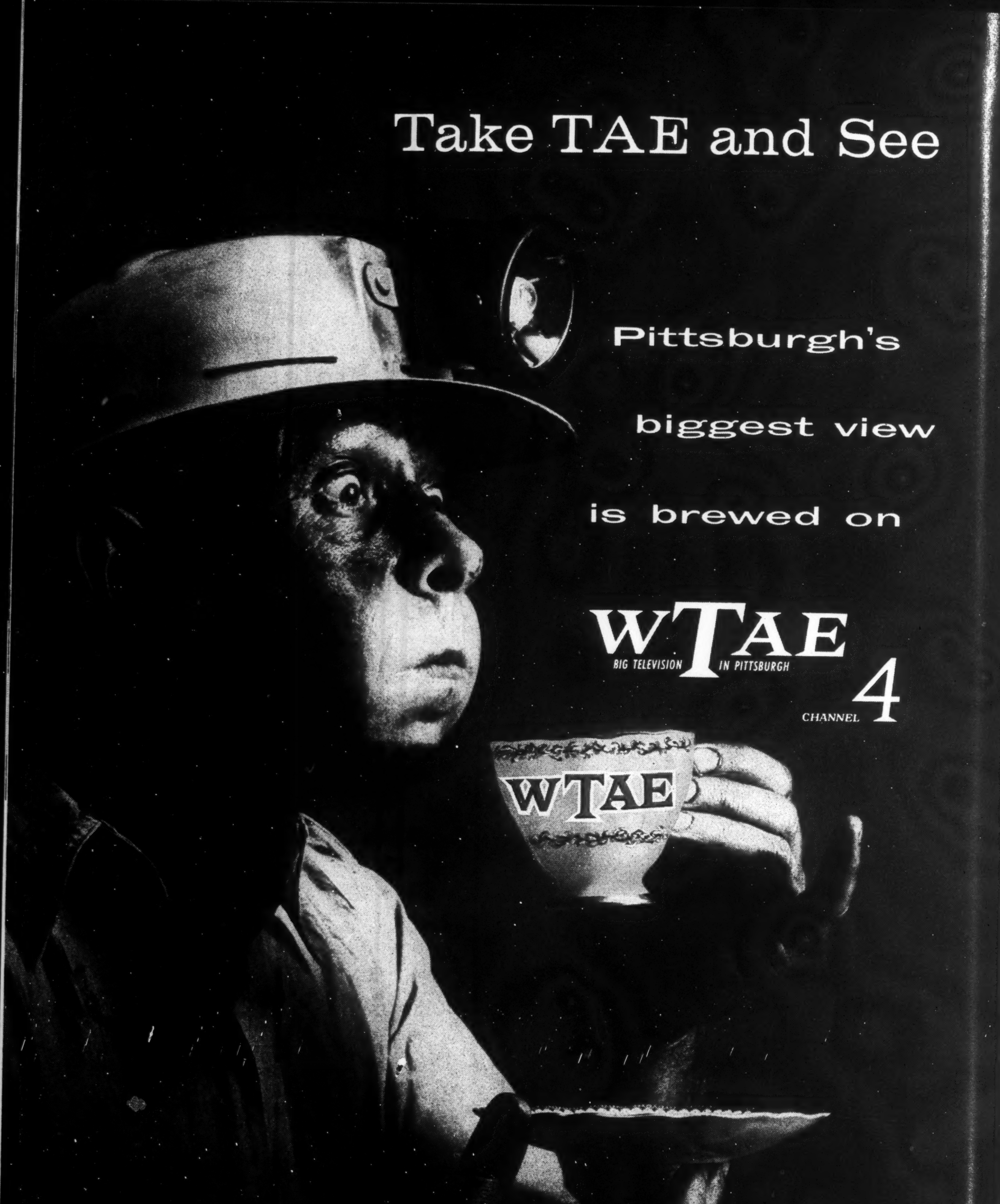
TALENT THAT SELLS

on the station where the most important sound is your commercial

WPEN

WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more *local* and more *national* advertisers buy WPEN than any other Philadelphia radio station.

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit


Take TAE and See
Pittsburgh's
biggest view
is brewed on
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
GATEWAY TO THE FUTURE
1758
PITTSBURGH BICENTENNIAL 1958-59
GROWING WITH PITTSBURGH'S RENAISSANCE
REPRESENTED BY THE KATZ AGENCY
BASIC ABC IN PITTSBURGH

MONDAY MEMO

from **ART LUND,** *vice president, radio-tv, Campbell-Mithun Inc., Minneapolis*

How is tv selling your 'Product X'?

Some of my best friends run tv stations. So let me say at the beginning there's nothing personal in these paragraphs. I'm still convinced tv is one of the greatest sales media of all time.

Television's combination of sight, sound, and motion; its ability to demonstrate; to put the customer directly into the picture with the product; to make it instantly recognized when the buyer sees it at point of purchase—all these have enabled television to move mountains of products for our clients.

I am continuing to buy advertising on television. I'm sold on television. But I'm certainly *not* sold on some practices all too many tv stations have tried on me. Here's what I mean:

1. When we buy spot announcements on a tv station, we feel we deserve reasonable protection against spots for competing products. We don't want a competing product advertised within 30 minutes of our spot, ideally speaking; in rare instances, 15 minutes between commercials for competing products.

Be on the Agency Side • I think the station executive who sets sales policy ought to be on our side in this stipulation. He should share our desire to make these spots get results.

2. I cannot see how a "thinking man's tv station" can possibly condone triple-spotting. Some stations are running three 1-minute announcements back-to-back in participating shows. This is ridiculous on the face of it.

3. I don't trust stations that cut rates.

No Faith in Rate-Cutters • The reason is obvious here, too. We undertake to get our clients the very best prices possible, consistent with the published rate card and its frequency discounts. But I'll be darned if I want to pay a penny more than another spot-buyer pays for the same time and frequency.

Along this line, I believe one of the most vicious abuses in the tv business is the so called "local" rate. Nothing lowers our opinion of a station more than to discover the existence of a "double standard," with preferential rates being given to a certain class of advertisers. In the long run, stations who indulge in this practice are hurting themselves—and their own industry.

4. On the other hand, I'm not too pleased about the device some advertisers adopt of using the first 40 seconds of a 1-minute spot to sell one product and then devoting the last 20 seconds to pitching a similar but different product. If such an announcement is coupled with another 1-minute spot in a particular program, it winds up the same as triple-spotting, in my opinion.

5. I think loaded rating weeks are unfair to our agency's clients. We buy on the basis of ratings and results. If a station trots out the ratings for one loaded week and represents them as accurately reflecting the number of viewers we're getting the other three weeks of the month, they're misleading us.

6. I wish stations would tell us when they make a mistake with one of our commercials. In as complicated a business as television, there are going to be goofs from time to time. Stations don't want them any more than we do. So tell us. We can work out a solution. Nothing builds our confidence in a station like a frank admission of an error.

The Case History • Nobody violates the simple basic rules I've complained about, you say. Well, I wonder. Let me show you an unfortunate "for instance" in the form of a recap of what actually happened to one campaign I heard about which involved less than a dozen spots in just one week. It took place a couple of months ago on a well-known network-affiliated station in a metropolitan area. Names have been changed to protect the innocent.

Let's call the product "Product X." The campaign was primarily 1-minute announcements. It extended through four consecutive days. All set now:

The first day, the "Product X" commercial ran back-to-back with a spot advertising a direct competitor.

The second day, the "Product X" 1-minute spot was one of *ten* 1-minute spots appearing during a 45-minute program. Three of the spots were for products in direct competition with good old "Product X." Total commercial time used was nearly *double* the code-approved 5 minutes 45 seconds of commercial time in a 45-minute program.

Another "Product X" 1-minute spot came around a little bit later on this second day of the campaign. It was part of a 30-minute show. A total of five 1-minute spots and one 20-second spot showed up during this half-hour program—one minute and five seconds more commercial time than the code recommends. And what really hurt was the fact that two of the spots were for products in direct competition.

Again One of Ten • The third day of the campaign dawned bright and clear, but it wasn't long before "Product X" was again getting the shaft. First time around, its 1-minute commercial was one of *ten* 1-minute spots in a 45-minute show—two direct competitors. Code limit: 5 minutes 45 seconds. Actual commercial time: 10 minutes.

Pretty soon, along came another 1-minute spot for "Product X." This time it was one of six 1-minute spots in a half-hour show. Only one was a direct competitor, however, although commercial time was nearly two minutes more than the code recommends.

On the fourth day, "Product X" really got the business. It was triple-spotted—with one of the other spots representing a conflict with a direct competitor. It was one of ten 1-minute commercials in a 45-minute show again, with two direct competitors in the crowd. And finally, it was one of six 1-minute spots during a half-hour show—along with two direct competitors.

Big Sales Success? • Tell me, do you think the "Product X" campaign sold much Product X? Good television advertising gets better than good sales results. That's what I'm after.

Isn't that what Mr. Tv Sales Manager really wants, too?

Arthur H. Lund, b. Dec. 17, 1914, Minneapolis; graduated U. of Minnesota 1935; joined WCCO there as merchandising-publicity mgr., then 1939 switched to Knox Reeves Adv. as broadcasting supervisor on Wheaties baseball. Joined Campbell-Mithun Inc. in 1944, rising from timebuyer to radio director in 1946 and v.p. and radio-tv director 1952. Elected to board 1956.

SOLD BY WRC—"THE SOUND OF QUALITY!"

"WRC Radio reaches the people who buy automobiles, and has been a tremendous factor in making Cranson Rambler, Inc., one of the largest Rambler dealers in the country in less than one year's time. The Sound of Quality is doing a real selling job for my company." (Signed) Al Cranson, President, Cranson Rambler, Inc., Bethesda, Maryland

MR. CRANSON ADDS FURTHER TESTIMONY TO THE SALES EFFECTIVENESS OF WRC's "SOUND OF QUALITY."

WRC RADIO·980

NBC Leadership Station in Washington, D. C.
Sold by NBC Spot Sales

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 9, 1959
Vol. 56 No. 6

SPECTRUM UP FOR GRABS AGAIN?

- **Pentagon and politics blended in defense agency's report**
- **Capitol Hill shows determination to protect public rights**
- **FCC Chairman Doerfer revives hope for wider, all-vhf band**

The future of the radio spectrum and its tv allocations faces new disturbances from the Pentagon, White House and Capitol Hill.

Bedlam on the Potomac appeared imminent at the weekend as the spectrum became involved in a series of political and military maneuverings.

Three principal developments occurred last week:

- Leo A. Hoegh, Civil & Defense Mobilization director, proposed a spectrum study to be conducted by a Presidential commission. This ran counter to a report by the President's special advisory committee, which wanted Congress to name a spectrum study group.
- The Hoegh proposal brought bipartisan Capitol Hill protests as some legislators detected a strong scent of military trickery while other members of Congress gave their guarded approval.
- FCC Chairman John C. Doerfer, addressing broadcasters in New York, revived proposal of expansion of the vhf television band into a continous-tuning spectrum segment, eliminating the uhf mixup.

The OCDM Proposal • Two steps to remove confusion from government, military and non-government communications allocations were taken last week by the Office of Civil & Defense Mobilization.

Mr. Hoegh announced the OCDM's telecommunications unit would be expanded to handle a heavier work load, following a recommendation by the Special Advisory Committee on Telecommunications (CLOSED CIRCUIT, Jan. 5).

Mr. Hoegh's report set Capitol Hill buzzing Thursday when he went against the advisory group's recommendations by proposing that a long-range spectrum study be conducted by a five-man commission to be appointed by the President.

The advisory group had proposed a three-man board to be appointed by Congress.

Key legislators of both parties, informed by BROADCASTING of the Hoegh recommendations, pointed to the threat of military and White House control over the spectrum study. They said the public must be protected through Congressional control of any review of the radio spectrum, recalling historic military and governmental demands for spectrum space beyond any actual requirements.

The commission proposed by Mr. Hoegh would review frequency allocations to determine if division of frequency space among government and non-government users serves the national interest. Mr. Hoegh is expected to submit proposed legislation to Congress in about a month.

The advisory committee was headed by Victor E. Cooley, retired board chairman of Southwestern Bell Telephone Co. and former deputy director of the Office of Defense Mobilization. This committee took cognizance of complaints that the whole government telecommunications setup has been kicked around for years. It noted that FCC is a continuing body feeling a minimum impact from political upheavals and elections whereas no major executive agency exercises management or policy control over the way federal departments and the military use their assigned frequencies.

Committee members are understood to have found a critical lack of or-

FOUR WHO FIGURE IN FUTURE OF TV

OCDM's Hoegh

House's Harris

House's Bray

FCC's Doerfer

ganized information in the executive branch on international, interdepartmental and inter-Pentagon telecommunications. About a score of persons comprise OCDM's telecommunications unit. This is to be doubled, at Mr. Hoegh's direction, and a top-flight advisor is to be appointed.

History of Confusion • Efforts to bring some degree of order out of military and government confusion were started in 1951 after an advisory committee submitted a report. This committee, the President's Communications Policy Board, was headed by Irvin Stewart, past president of West Virginia U. and an ex-FCC member. President Truman named Haraden Pratt, Mackay Radio & Telegraph Co., to head a new telecommunciations office. When Messrs. Truman and Pratt left their posts, telecommunications became practically an executive orphan, a problem the Cooley committee wants solved.

Routine military and government allocations problems are now handled by the Interdepartment Radio Advisory Committee but this is a low-level office lacking policy powers.

Other members of the Cooley committee, besides the chairman and Mr. Stewart, were Frank Kear, of the Kear & Kennedy engineering consulting firm; William G. Thompson, retired assistant vice president of American Telephone & Telegraph Co., and Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries.

Spectrum Study Background • The first measure calling for an investigation of military-assigned spectrum space was introduced in the Senate June 18, 1957, by Sen. Charles Potter (R-Mich.) (BROADCASTING, June 24, 1957). Two days later, Rep. William Bray (R-Ind.) introduced an identical resolution in the House.

As originally drafted, the two resolutions called for a three-man commission to be appointed by the President. In the summer of 1958, the Senate Commerce Committee amended the Potter proposal to make it a five-man commission. Two members were to have been appointed by the President and one each by the Vice President (as president of the Senate), the Speaker of the House and the Chairman of the FCC.

In this revised form, the bill unanimously passed the Senate last July (BROADCASTING, July 28, 1958). The commission would have been charged with conducting ". . . a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being effectively utilized to the maximum degree possible, (2) whether any (and if so, how many) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

With the bill under consideration by the House Commerce Committee, the White House offered an amendment which would have shifted emphasis of the proposed investigation from military space to civilian assigned space and even the FCC itself (BROADCASTING, Aug. 4, 1958). The House committee quickly adopted the White House amendment and favorably reported the amended version on Aug. 1, 1958.

It then was placed on the House calendar for consideration the following Monday. However, tremendous opposition to the White House version arose over the ensuing weekend and the bill never reached the House floor. Proponents admitted it was withdrawn because chances for passage had vanished.

Criticism on The Hill • Rep. Bray was the most outspoken last week in his criticism of the OCDM proposal. "I don't think all the members of the commission should be appointed by the President at all. I want a study of the matter, not an executive decree," he said. The Indiana Republican pointed out that Congress, as author of the Communications Act, should oversee any study of the spectrum.

As proposed by Mr. Hoegh, Rep. Bray felt that the study would be "stacked" in favor of the military. He said an executive study is not what he had in mind when he proposed a spectrum study in 1957. Rep. Bray said that he would re-introduce his spectrum-study measure, with minor changes from the 1957 version, soon after his return to Washington from participating in Lincoln birthday (Feb. 12) celebrations.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, said: "I don't think Congress would approve this procedure." The Hoegh recommendation, he felt, would be looked upon "with a great deal of reluctance." Rep. Harris said that he is giving consideration to "an entirely different approach" for a spectrum study under the supervision of a congressional body. He refused to elaborate on just what type investigation this would entail.

In its final report released Jan. 3 (BROADCASTING, Jan. 5), the Oversight Subcommittee of the House Commerce Committee recommended that Congress authorize an investigation of frequency allocations. And, two weeks ago, the House approved a resolution giving its Commerce Committee authority to investigate radio-tv matters, including "allocation of radio spectrum."

Senators Not So Critical • The two ranking majority members of the Senate Commerce Committee were not as critical of the Hoegh recommendations as were the representatives. Sen. Warren Magnuson (D-Wash.), chairman, said he thought the President's advisory committee on telecommunications had done a good job. "We've just got to get after the thing [spectrum study]" in some form, he said, and it does not matter who conducts the investigation. He said the committee probably would approve a measure similar to the Senate-passed Potter resolution of last year.

Sen. John Pastore (D-R.I.), chairman of the Commerce Committee Communications Subcommittee, said appointment of the special commission members by President Eisenhower would give it added stature.

Following the Hoegh recommendations, the commission "can do an objective job and would be under the dominance of no one," he said.

At the same time, Sen. Pastore warned of the danger involved in overloading the commission with military men. Such a "stacked" body would result in a "futile effort," he warned.

Hope for More Vhf • FCC Chairman Doerfer said last week that the "logical solution" to the television allocations problem was "expansion in a continuous vhf band."

Mr. Doerfer made the remark in a speech to the Radio & Television Executives Society in New York. He said there was "little promise of immediate solution—at least not until every effort to get more vhf spectrum space is exhausted."

"The hope for this possibility is not dead," he said. "A clearer picture of the prospects of securing more vhf space should develop within the year.

"It would be most unwise, in my opinion, to attempt any uhf deintermixture at this late date, at least until there is a final determination that no additional contiguous vhf space can be made available. I have never given up hope for this.

"Moving all television to the uhf portion of the spectrum will be the last resort. After the Congress and the people begin to realize what a total shift to uhf would mean—in dollars and loss of service, especially in fringe areas—it is my opinion that strong Congressional pressures will develop to secure sufficient space within the vhf band."

Mr. Doerfer refused to amplify his remarks about widening vhf space when asked to after his speech. (For other matters that he covered in his New York appearance, see story, page 138.)

BALTIMORE,

Sixth City in The United States

channel 2 wmar tv

3rd in foreign trade tonnage

12th in market rank (retail sales)

12th in market rank (population)

12th in market rank (Consumer Spendable Income)

12th in market rank (food sales)

12th in market rank (drug sales)

*

* *Figures and Ranking:*
Maryland Part Authority • SRDS •
Baltimore Association of Commerce

In Maryland MOST People WATCH
channel 2 wmar-tv
SUNPAPERS TELEVISION

represented by The Katz Agency, Inc.

B&B PUSHES FOR SINGLE TV RATE

Inequities, broadcaster sympathy found in study, says Lee Rich

Benton & Bowles is working diligently for all of its clients to break down the two-rate system for national and local tv advertisers.

Details have been revealed in an exclusive interview with Lee Rich, B&B's vice president in charge of media.

Mr. Rich is the agency executive who within the past year won recognition of tv time sellers and buyers for his vigor as a campaigner against triple spotting by tv stations.

How B&B Proceeded • Over the past six to eight months, the agency queried some 350 tv stations, asking whether or not they had a local and/or national rate.

Of this number, a list was formed of about 60 which offered more than one rate. These stations were asked for "facts" on who qualified for which rate. The outlets were requested to give the same rate for the same time purchased to all advertisers.

B&B reports overwhelming success with only "four or five" stations declining a single rate policy. The reluctant stations, Mr. Rich says, will be dropped from prepared schedules.

The Benton & Bowles move comes at a time when several radio-tv stations across the nation are announcing intentions to adopt single rates. (BROADCASTING Jan. 19 *et seq.*).

Why the Crack Down? • Why Benton & Bowles' sudden interest? Not so sudden, says Mr. Rich. The double-rate standard has been a sore point for some time.

As he explains it, in some product groups a few brands are distributed and sold nationally. But against these brands on store shelves across the nation are stacked local "regional" and competitively rival brands, which when totaled can sometimes reach as high as 500 to 1,000.

Yet, Mr. Rich notes, the national brand was charged a higher or national rate while the competing brand received the lesser or local rate. He asks, why penalize the national brand?

After a few soundings, the agency decided on a formal survey and found most tv stations were not giving local rates to the non-national brands. But some stations were. So B&B started its "clean up."

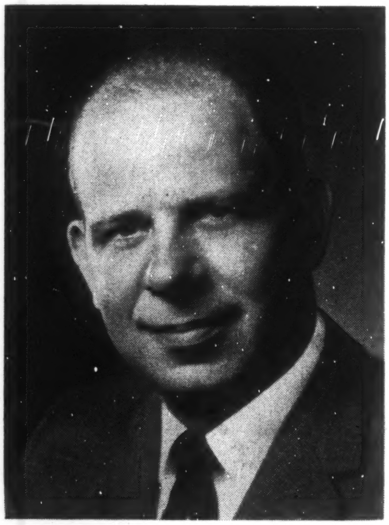
The agency went directly to stations and not through their representatives, "though representatives have been cooperative." Two-thirds of the queried stations claimed but one rate. From that point on, B&B concentrated on the remaining third.

Mr. Rich says stations cooperated wonderfully. From their reaction he believes broadcasters do not favor the dual standard and have been looking for an out to get rid of it. He adds that all B&B wants for its clients is the "same rate given for all advertisers."

Tv's Elbow Room • Mr. Rich says B&B waded into the troubled waters because tv had been a "seller's medium" for years but now the climate is more "free and competitive," noting, too, that for the agency, such clean ups are time wasting with manpower devoted to the questioning and cross checking instead of to other media functions.

Such attention was given to the triple-spotting battle he led in the past year. That area—which B&B continues to police—is considered "100% clean" with nearly all stations formerly dropped now back on the schedule.

Stations which switched from the two-price system for local and national advertisers to the single, higher rate (in all known cases, stations said they would offer local rival brands the single or higher rate) are protecting current contracts so that advertisers on the local or lesser rate will continue at that rate until the end of their present commitments.



B&B's Rich: he found tv stations cooperative

B&B Handles Spot Chips • The agency's spot tv billing is estimated to be about $20-25 million.

Several large spot advertisers are on the B&B roster, including such blue-chips as General Foods Corp., which for its Maxwell House coffee alone is said to bill some $7-8 million in tv spot, and such top tv investors as Procter & Gamble, S. C. Johnson and others. The Maxwell House lineup alone is formidable, covering as many as 300 stations in 52-week contracts.

Mr. Rich asserts that a tv station ought to understand on what basis the local and national rate—if it has them—are given and who qualifies for each. It's a mistake, he continues, for stations to determine their policies individually, however, because "the standard ought to be set industry-wide and advertisers then can choose what they should do."

Radio recommended at auto convention

"Too many dealers make a mistake by not spending their advertising money wisely," the National Automobile Dealers Assn. was told last week.

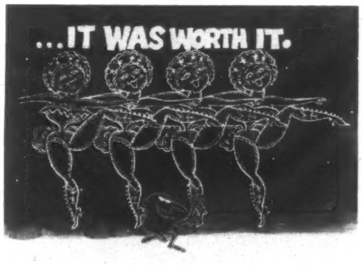
Discussing used car sales, Melvin Hilliard, president of Melvin Hilliard Chevrolet Co., Kansas City, Mo., noted, "We have always found to do a proper merchandising job we have to have a balanced advertising program." And in his case that includes radio and newspapers, he told the 42nd annual NADA convention at Chicago's Conrad Hilton Hotel.

"On our radio programs we do nothing but sell used cars. We keep a daily inventory sheet and when a used car has been in stock 30 days, we run these cars as radio specials. We find by doing it this way we sometimes sell from 15 to 20 used cars from the specials on radio. In newspapers we use nothing but line ads."

Mr. Hilliard reported that his used car operation "is not a step-child but a very important part of our business. It amounts to about $72,000 gross profit per year, plus insurance and financial reserve."

Earlier, Frederick H. Mueller, Un-

Dodge panorama gets nod in live action


...IT WAS WORTH IT.

Animation honors for Butter-Nut 'SP' spoof

IMAGINATION
IN
ALUMINUM

Kaiser 'dream:' best institutional spot

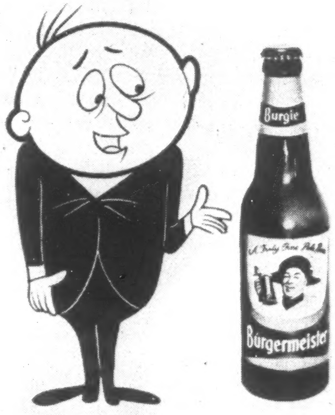
Film capital favorites • Television commercials prepared for Dodge, Butter-Nut coffee, Kaiser Aluminum and Burgermeister beer were tapped today (Feb. 9) by the Hollywood Ad Club as the best video ads produced in the greater Los Angeles area during 1958. Radio kudos went to Tillamook cheese, Zee tissues and Chicken-of-the-Sea tuna. A special award for tv program titles was voted *The Ford Show*.

Awards went to the advertising agencies and production companies at the noon luncheon of HAC's first Broadcast Advertising Clinic. HAC President Jack Brembeck made the presentations.

The Dodge commercial judged best in the live action category opened with a fire-erupting volcano, shifted to a man-made fire and dollied back through a sequence of articles man has made with the aid of fire, up to the ultimate achievement—the "new Dodge." Awards went to Grant Adv., Hollywood, and Universal Pictures.

Winner in the animated commercial class (Butter-Nut instant coffee) was a burlesque of the subliminal technique (BROADCASTING, Nov. 24, 1958). Awards went to Buchanan-Thomas, Omaha, the agency; Freberg Ltd., Hollywood, the creator; Fine Arts Productions, producer.

Kaiser Aluminum & Chemical Corp.'s presentation of the "dream car of the future" and the part aluminum will play in its construction was adjudged the best institutional commercial. Awards went to Young & Rubicam and Warner Bros. Tv.



Agreed: Burgie's ID 'so much more refreshing'

Voted the best ID was an eight-second spot for Burgermeister beer, in which Burgie's "little man" stands beside a bottle to proclaim shyly, "Burgie is so much *more* refreshing." Awards went to BBDO and Playhouse Pictures.

Playhouse Pictures along with J. Walter Thompson Co., Hollywood, also received the award for the best tv program title, used on *The Ford Show*, in which a blob cartoon character is the victim of another blob with a pump who explodes him into the word "Ford."

Honorable mentions in the live action category were given to Dancer-Fitzgerald-Sample and Roland Reed Productions, both Hollywood, for a Bayer aspirin commercial, and to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, and Tuchman-Harris Productions for Friskies dog food.

In the animation class, honorable mentions were won by Leo Burnett Co. and Quartet Films, both Hollywood, for a commercial for Marlboro cigarettes, and by Foote, Cone & Belding and Cascade Pictures of California, both Hollywood, for the Calo cat food commercial that took first prize at the Cannes Film Festival.

Radio awards for the best straight presentation went to Botsford, Constantine & Gardner, Portland, Ore., and CBS Pacific Radio Network, Hollywood, for Tillamook cheese.

Award for the best radio jingle went to Erwin Wasey, Ruthrauff & Ryan, for both creation and production of the rhyme-plus-music of the "famous" mermaid for Chicken-of-the Sea.

Cunningham & Walsh and Freberg Ltd., both Hollywood, received awards for the best humorous radio commercial, a fantasy in which a roll of Zee bathroom tissues put into a player piano, produces not the promised music but a sales pitch.

Judges were Thomas Freebairn-Smith, Academy of Television Arts & Sciences; Evelyn Bigsby, *Tv Guide*; Hale Sparks, UCLA communications dept., and Don Belding, who retired last year as vice president of Foote, Cone & Belding in charge of the Los Angeles office. Bill Merritt, western sales manager of BROADCASTING, and Phil Seitz, Los Angeles editorial representative of *Advertising Age*, are co-chairmen of the broadcast producers awards.

dersecretary of Commerce, chided the Senate Antitrust and Monopoly Committee for its predictions last November that increases in advertising expenditures per automobile will have an adverse effect on the level of automobile sales, and that a $100 boost on a $2,000 car would tend to reduce annual sales by several hundred thousand cars.

"The answer — which businessmen know but haven't got across to enough people—is that advertising that's worth buying actually reduces costs by increasing volume, making possible lower prices than would otherwise be possible by achieving the economies in mass production and mass distribution," Mr. Mueller asserted.

He suggested that if advertising were not profitable, how would the Senate Committee "explain the otherwise perverse as well as huge advertising budgets of firms making and selling everything from razors and soap to hi-fi sets and automobiles? They must think every tv program is a giveaway.

Entertainment at the three-day convention, which drew approximately 10,000 dealers, was provided Wednesday evening by Dinah Shore and Pat Boone, stars of their own NBC-TV and ABC-TV shows, respectively, for Chevrolet Div. of General Motors Corp.

STUDEBAKER LARK

1,200 radio stations get car spot campaign

Studebaker - Packard and D'Arcy Adv. had stations and station representatives in a tizzy last week with a spot radio campaign set to run Feb. 21 through March 8 for the Studebaker Lark, using some 1,200 radio stations in over 1,000 markets and representing billings estimated at "several hundred thousand dollars."

The dither started when D'Arcy, New York, went direct to stations with a letter asking for availabilities and rates; sent copies of the letter to the stations' representatives, and declined to consider availabilities from stations not on the list.

Anguished cries of "by-passing the reps," "attempt to get lower rates" and "peculiar procedure" went up when the news first got around. By late last week, however, most — but not all — of the complaints appeared to have been silenced by D'Arcy's explanations. Some reps still charged that it looked like an effort to get lower rates, although this was pointedly and vigorously denied by the agency.

Agency's Position • D'Arcy authorities explained that their problem was one of time. Studebaker wanted the campaign to start Feb. 21 and, with some 1,200 stations involved, this left practically no time to line them up. In many markets Studebaker wanted to reach, they said, stations that either had no national representatives or whose reps were unknown to D'Arcy. In any case, they reasoned, talking to the reps of several hundred stations, asking them to get availabilities, then getting them and compiling them would take more time than they could afford.

D'Arcy's Frances M. Velthuys devised a coded form to send to the stations that had been selected. A covering letter explained that Studebaker planned to use 30 one-minute announcements—12 during each of the first two weeks, six over the final Saturday and Sunday. The form listed the time periods D'Arcy preferred. The stations were asked to check those in which they could deliver. They also were asked to indicate "the actual rates which this schedule will earn."

Miss Velthuys' letter continued: "If you will then return this form to the writer, and providing you can fill this schedule, we in turn will send an order covering this purchase either directly to you or to your representative if you have one. It is important that our original form be returned to us, since it is coded and will greatly speed handling."

Letter to Reps • The letter went out last Monday (Feb. 2), with copies to representatives and an explanation by Miss Velthuys: ". . . The time required to secure availabilities, place orders and ship transcriptions and instructions is so very short that we felt the only way to handle the whole operation was through this method of direct mailing. We did not intend in any way to bypass your function; rather, we hope you will agree that we have saved time and effort in each direction in order to accomplish our goal."

Although the mailing to stations was not finished until Monday, Miss Velthuys said that by Thursday she already had about 170 returns, with only one or two "disappointments." She was elated with results, said the use of coded forms was speeding handling beautifully.

The charge that D'Arcy was seeking lower or perhaps local rates for the campaign apparently stemmed from a checklist included in the letter to stations. They were asked to say whether they would charge the automotive rate (usually higher), plan rates, run-of-schedule rates, 26-time earned rates, flat rates or "other." Critics took the "other" to be an invitation to a deal.

'No Deals' • This was denied by Miss Velthuys, who said computations throughout the planning were strictly on card rates, that stations would be paid according to the rates they checked and that no station had been turned down because of rates. She said she didn't believe in deals, D'Arcy didn't believe in deals, and no deals were solicited.

This explanation appeared to satisfy most of the reps who had openly expressed criticism, or at least doubt, about the move. So did the explanation of D'Arcy's refusal to consider availabilities of stations not on the list. "If we gave even ten minutes to every representative, we'd never get this flight off the ground." D'Arcy did have some encouragement for stations that didn't make the list. If the campaign indicates that the agency picked some clinkers, they'll be replaced the next time around.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 29-Feb. 4 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Jan. 29	**Playhouse 90** (9:30 p.m.)	CBS-TV	21.3
Fri., Jan. 30	**77 Sunset Strip** (9:30 p.m.)	ABC-TV	20.6
Sat., Jan. 31	**Gunsmoke** (10 p.m.)	CBS-TV	31.4
Sun., Feb. 1	**Loretta Young** (10 p.m.)	NBC-TV	26.5
Mon., Feb. 2	**Danny Thomas** (9 p.m.)	CBS-TV	27.2
Tues., Feb. 3	**Rifleman** (9 p.m.)	ABC-TV	25.0
Wed., Feb. 4	**I've Got a Secret** (9:30 p.m.)	CBS-TV	25.2

Copyright 1959 American Research Bureau

Burnett increases plans board to 17

Leo Burnett Co., Chicago, announced Monday (Feb. 2) it has increased membership of its plans board from 9 to 17 executives, complementing a sweeping top-level realignment at last year's end. At that time Richard N. Heath moved up from president to chairman of the executive committee; W.T. Young Jr., from executive vice president to president; DeWitt O'Kieffe, director, senior vice president, and Mr. Burnett continued as board chairman and chief executive officer (AT DEADLINE, Dec. 29, 1958).

Last week, it was evident that the agency wanted to pump fresh young blood into the plans board from the areas of broadcasting, marketing, film, copy, research and art.

New plans board members are William J. McIlvain, vice president in charge of the broadcasting department; Don Tennant, vice president in charge of tv films; Leonard S. Matthews, vice president-marketing services; Howard W. Anderson, vice president-art; John Coulson, vice president-research; Norman W. LeVally, vice president; John Matthews, vice president, associate copy director and manager, copy department; and Edward Thiele, vice president and senior account supervisor.

They join these present members: Messrs. Burnett, Heath, Young and O'Kieffe; Draper Daniels, executive vice president in charge of creative services; Joseph M. Greeley, executive vice president-marketing services; John V. Tarleton and Julian Watkins, vice presidents, and James E. Weber, executive vice president, client relations. (Tv film commercial, print copy and art are under Mr. Daniels' supervision.)

Burnett now claims to be the only advertising agency whose entire creative work is handled in Chicago to bill over the $100 million mark—and one whose growth has stemmed largely from development within its clients. Eight clients who billed an aggregate of nearly $10 million their first year with Burnett now account for nearly $70 million.

wherever they be

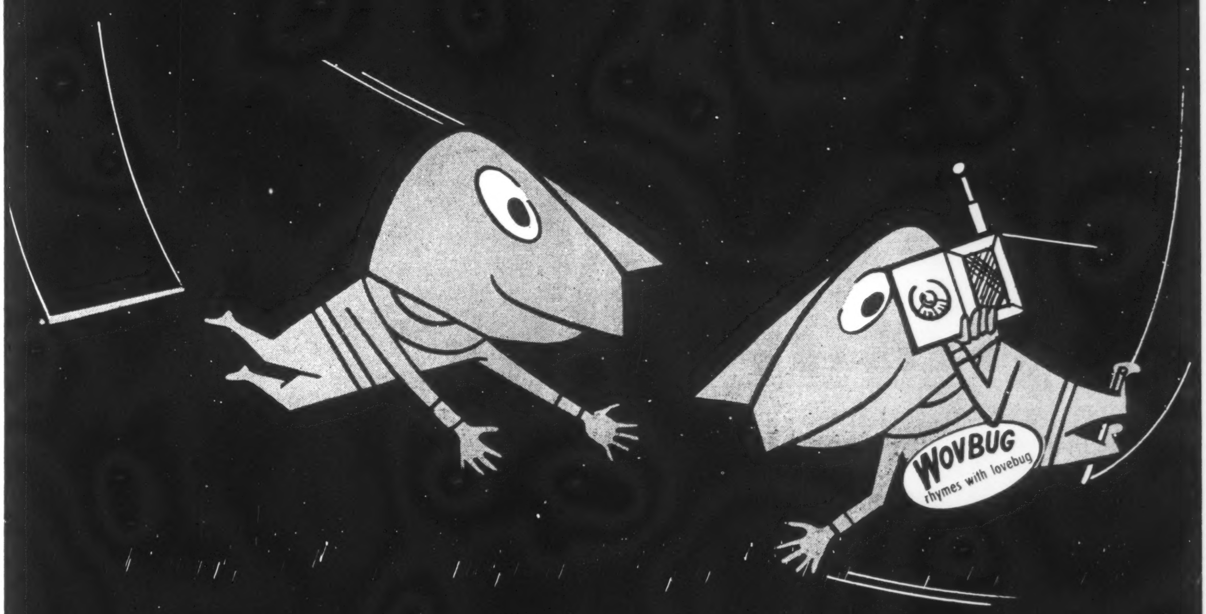
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



When you reach for the Negro Community in Metropolitan Greater New York you're tapping a market of 1,500,000 people — a market growing faster than any other portion of the population — an alert, progressive community that has increased over 40% since 1951 alone.

Its income level, too, has risen proportionately **and it spends more of its spendable income.** In the New York, New Jersey and Connecticut area these 427,054 families are willing and able to buy the many good products you have to offer.

Programming 11½ hours a day to the needs and interests of this vital economic force, WOV is the **only** radio station that reaches the 17 county Greater New York Negro market IN ITS ENTIRETY.

A valuable, statistical booklet — "Maximum Sales in The Negro Market of New York" will give you a rich insight of its potential. It's yours for the asking.

WOV NEW YORK

Representatives: John E. Pearson Co.

PENETRATION

When the ratings more than double in six months, you know you're penetrating every square inch of buying potential in Milwaukee. Top radio personalities—from jockey Bob "Coffee-Head" Larson to Sports Director Joe Taylor of the Milwaukee Braves—sell the station that sells the people. That's penetration.

WRIT

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WRIT when you buy Milwaukee
and you BUY the people who BUY

WIL
St Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS
in tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

P&G TOPS NETWORK TV SALES

American Home second with $2.2 million

Soap king Procter & Gamble spent more than $4.2 million at gross rates for network tv time last November. American Home Products invested more than $2 million, while four other national advertisers each placed nearly $2 million in the medium.

Four cigarette firms spent over $1 million in November: R. J. Reynolds, P. Lorillard, Liggett & Myers and American Tobacco.

The big money figures in network tv for November were released last week by Television Bureau of Advertising as compiled by Leading National Advertisers and Broadcast Advertisers Reports.

The brand leaders were Anacin Tablets with close to $1 million, Viceroy cigarettes (Brown & Williamson which did not appear in the list of the top 15 companies in network tv), Chevrolet and Kent cigarettes (P. Lorillard which did appear in the top 15 list). Viceroy, Chevrolet and Kent each spent more than $700,000.

Gains were scored all along the line in the breakdown of network tv gross time billing by day parts.

NETWORK TV GROSS BILLINGS BY DAY PARTS

November

	1957	1958	Percent Change
Daytime	$14,883,074	$17,774,659	+19.4
Mon.-Fri.	11,907,339	14,077,282	+18.2
Sat. & Sun.	2,975,735	3,697,377	+24.3
Nighttime	33,115,669	34,234,134	+ 3.4
Total	$47,998,743	$52,008,793	+ 8.4

January-November

	1957	1958	Percent Change
Daytime	$140,724,766	$153,215,161	+ 8.9
Mon.-Fri.	119,573,443	130,069,418	+ 8.8
Sat. & Sun.	21,151,323	23,145,743	+ 9.4
Nighttime	325,735,064	359,436,419	+10.3
Total	$466,459,830	$512,651,580	+ 9.9

TOP 15 IN NOVEMBER

BY COMPANY

1.	Procter & Gamble	$4,219,010
2.	American Home Products	2,222,914
3.	Colgate-Palmolive	1,917,566
4.	General Foods	1,898,478
5.	Lever Bros.	1,836,526
6.	General Motors	1,803,313
7.	R. J. Reynolds Tobacco	1,339,480
8.	P. Lorillard	1,317,189
9.	Bristol-Myers	1,259,856
10.	Sterling Drug	1,163,813
11.	General Mills	1,102,013
12.	Liggett & Myers Tobacco	1,100,394
13.	American Tobacco	1,025,618
14.	Pharmaceuticals	982,946
15.	Gillette	949,392

BY BRAND

1.	Anacin tablets	$992,596
2.	Viceroy cigarettes	744,445
3.	Chevrolet passenger cars	740,198
4.	Kent cigarettes	708,710
5.	Bufferin	608,579
6.	Tide	597,285
7.	Winston cigarettes	550,122
8.	L&M filter cigarettes	528,695
9.	Bulova watches	511,047
10.	Dodge passenger cars	507,600
11.	Dristan	507,105
12.	Bayer aspirin tablets	486,064
13.	Ford passenger cars	458,164
14.	Colgate, regular, aerosol dental cream	424,025
15.	Salem cigarettes	396,296

NETWORK TV GROSS BILLINGS BY PRODUCT TYPE

	November 1958	Jan.-Nov. 1958
Agriculture & Farming	—	$ 51,347
Apparel, Footwear & Accessories	$ 635,613	4,831,121
Automotive, Automotive Access. & Equipment	3,998,559	48,857,960
Beer, Wine & Liquor	665,565	5,783,421
Building Materials, Equipment & Fixtures	224,217	2,144,010
Confectionery & Soft Drinks	946,629	8,258,063
Consumer Services	247,486	2,623,571
Entertainment & Amusement	—	249,989
Food & Food Products	10,085,106	98,397,635
Gasoline, Lubricants & Other Fuels	525,017	2,772,895
Horticulture	—	1,007,774
Household Equipment & Supplies	1,965,201	21,136,059
Household Furnishings	301,953	3,045,409
Industrial Materials	1,520,717	16,101,517
Insurance	704,774	6,566,555
Jewelery, Optical Goods & Cameras	$ 2,142,774	$ 10,785,369
Medicines & Proprietary Remedies	6,029,868	51,138,877
Office Equipment, Stationery & Writing Supplies	390,986	6,211,223
Political	18,775	274,290
Publishing & Media	5,252	833,085
Radios, Tv Sets, Phonographs, Musical Instruments & Accessories	906,249	7,676,304
Smoking Materials	6,770,731	56,061,433
Soaps, Cleansers & Polishes	4,816,363	55,921,629
Sporting Goods & Toys	380,143	1,541,391
Toiletries & Toilet Goods	7,931,976	90,418,033
Travel, Hotels & Resorts	249,720	2,408,913
Miscellaneous	545,119	7,553,707
Total	$52,008,793	$512,651,580

LNA-BAR: Gross time costs only

NC&K plans to sue Pabst for $95,000

Pabst Brewing Co., Chicago, faces a $95,000 lawsuit from its former agency, Norman, Craig & Kummel, New York, over payments made by NC&K to the American Federation of Television & Radio Artists, plus commissions and other costs.

NC&K has filed with the New York secretary of state its intention to sue Pabst, a legal preliminary step because the brewing company is an out-of-state corporation. After 30 days, during which Pabst may enter a reply, NC&K may file a suit in New York State Supreme Court.

NC&K contends that last spring, while handling Pabst, the agency bought spots on *Monitor* for the brewer. The agency said it believed it was entitled to the "wild spot rate," but AFTRA insisted that the talent payment should be the network rate. NC&K paid the bill to AFTRA, amounting to $72,000, and, the complaint said, its promised forthcoming suit arises from its efforts to collect from Pabst. (The Pabst account is now at Kenyon & Eckhardt).

Norman B. Norman, NC&K, said that before initiating the present action, the agency had tried "for weeks" to communicate with Pabst in an effort "to commonly resolve the issue." He claimed that "all our many telephones calls, letters and wires have been conspicuously disregarded."

Congress, admen meet for kickoff of Ad Week

Members of Congress are helping the Advertising Federation of America launch Advertising Week 1959 today (Feb. 9) at a reception in the Sheraton-Park Hotel, Washington.

The event closes an all-day midwinter conference that is expected to be attended by more than 350 admen. Advertising's legislative problems are slated to be discussed at 10 a.m. by advertising attorneys John J. Ryan (AFA counsel) of Murphy, Block, Sullivan & Sawyer, New York; Morton J. Simon, Philadelphia attorney, and F. Joseph Donohue of Donohue & Kaufman, Washington. John P. Cunningham (conference chairman) of Cunningham & Walsh Inc., New York, and Robert M. Feemster (AFA chairman) of the *Wall Street Journal,* presides at the morning session.

Mr. Cunningham is due to speak at the luncheon as is Rep. Bob Wilson (R-Calif.). The latter is a partner in Champ, Wilson & Slocum Adv., San Diego. An afternoon panel session features John W. Gwynne, Federal Trade Commission chairman; John C. Doerfer, FCC chairman, and Amos Latham, Internal Revenue Service commissioner.

New Chicago ad hub?

Chicago's London Guarantee Bldg., home of several media and advertising interests, was sold Monday by Michigan-Wacker Building Corp. to National Properties Inc. for $5.45 million. At the same time, Samuel W. Banowit, National president, said the new owners "will concentrate on making the building the advertising center of Chicago" with plans to attract advertising agencies as tenants and strengthening its identity in allied fields.

The building, constructed by 10 Englishmen in 1923, is Chicago headquarters for BROADCASTING, ABC tv-radio central divisions, *Editor & Publisher,* American Newspaper Publishers Assn.'s Bureau of Advertising and such advertising agencies as Erwin Wasey, Ruthrauff & Ryan and Edward H. Weiss & Co. Station representative tenants include the Branham Co., Walker-Rawalt and Crosley Broadcasting Corp.

Now Swigart & Evans

Whitlock, Swigart & Evans Inc., New Orleans advertising agency, has changed its name to Swigart & Evans, following the resignation of Bache Whitlock, one of the original firm's founders. At the annual election of officers, Daniel G. Evans was re-elected president; Frederic R. Swigart, vice president and treasurer, and Elmore R. Verlander, New Orleans accountant, was elected to the board of directors. Address remains 327 Exchange Pl.; telephone is Express 5201.

Runyon forms agency

Jack W. Runyon, former writer-director of *Amos 'n' Andy, I Love Lucy, This Is Your Life* and other shows, has opened an advertising agency at 26 O'Farrell St., San Francisco. Telephone: Exbrook 7-6282. Roland E. (Jake) Jacobson, formerly vice president-manager, William W. Harvey Co., is account supervisor for Jack W. Runyon & Co. Anne Meredith, formerly with Roy S. Durstine Inc., is the new company's media director.

Ad Club hears Wald

Motion picture producer Jerry Wald last Monday (Feb. 2) told the Hollywood Advertising Club that he allows a year to pre-sell a motion picture. The job is much tougher in tv, he commented, because with a new show every week for every series there's no time to do that kind of pre-selling for tv programs.

He pointed out that a major factor in a successful campaign, regardless of whether it is in motion picture production, advertising or broadcasting, is the courage to buck the tide, to do something original and not "something like" the current successes. He cited the "47 western series on tv today" as proof of tv's "tragedy—that it lacks the courage to fight the empty flannel suits of Madison Avenue." By a year from now, he predicted, "there'll be only three or four westerns on television; the rest will have killed each other off."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,230,000 people in the U.S. over 12 years of age during the week Jan. 16-22. They spent:

2,108.5 million hours	Watching Television
1,081.8 million hours	Listening to Radio
452.3 million hours	Reading Newspapers
199.2 million hours	Reading Magazines
385.1 million hours	Watching Movies on Tv
102.1 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

(Copyright 1959 Sindlinger & Co.)

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,000 tv sets in use in the U.S.

New L. A. firm

Gordon Gumpertz, Phil Bentley and Forrest Dolan, former account executives of Edward S. Kellogg Co., L.A., have opened their own advertising agency in Los Angeles. Mr. Gumpertz is president of Gumpertz, Bentley & Dolan, with Mr. Bentley serving as v.p. and account service director and Mr. Dolan as v.p. and creative director. The firm's address: 3434 W. Sixth St.; telephone: Dunkirk 9-1234.

Ad members sought

American Academy of Advertising, N.Y., organized last June at national convention of Advertising Federation of America and which is assisting AFA with its new Bureau of Education and Research, is seeking new memberships from advertising practitioners and educators. Persons wishing to join AAA may send $4 annual membership fee to Prof. George T. Clarke, Dept. of Marketing, New York, U., Washington Square, New York 3, N.Y.

Media strategy given

Advertisers can and should compare media before launching an advertising campaign was the advice given by Kevin B. Sweeney, president of the Radio Advertising Bureau, while addressing a Feb. 4 luncheon meeting of the San Diego, Calif., Advertising Club.

In attacking one of advertising's standard cliches that "comparing media is like comparing apples and oranges and can't be done," Mr. Sweeney said, "the phoniest pose in all advertising is that you can't compare media, that you can't weigh different media on the same scale and determine which is better for a specific assignment. The fact is that most advertisers do it every day, especially those who cry loudest that it can't be done." With less than one advertiser in 10 pre-testing the major media, Mr. Sweeney pointed out that "any advertiser can check out his media strategy for less than 5% of what he intends to spend on the whole campaign."

• Business briefly

Time sales

• B.A. Bekins Van and Storage Co., L.A., is planning a spring tv campaign to start about mid-March in a dozen western markets, using nighttime one-minute spots and id's. Company recently discontinued its sponsorship of *Bekins Musical Hall* on CRPN after 21 years. C.J. LaRoche & Co., L.A., is the Bekins agency.

• Pharma-Craft (Coldene), Cranbury, N.J., places spot tv campaign this week in some 45 markets for eight weeks. J. Walter Thompson, N.Y., is agency.

• Procter & Gamble Co. has bought $250,000-worth of newscasts on KTLA (TV) Los Angeles, mainly featuring the station's *Telecopter Report,* Peters, Griffin, Woodward Inc., KTLA's representative reports. P&G is the first big sponsor of *Telecopter Report.* The schedule was placed through Compton Adv.

• W.F. Schrafft & Sons Corp., N.Y., is using all seven tv stations in metropolitan New York this week (Feb. 7-13) for special Valentine's Day candy gift campaign. More than 100 ids are scheduled, all placed during evening

AS USUAL...

In the 20 counties which make up the Greater Washington Area, Pulse shows WTOP with the most quarter-hour wins . . . 351 out of 504! Clear proof that in Washington, the important station is . . .

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by
THE WASHINGTON POST BROADCAST DIVISION

WTOP Radio, *Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP-TV, *Channel 9, Washington, D.C.*

REELFOOT
MEAT PRODUCTS

PREVIEW . . . .

Animation, live action combine to sell Reelfoot • Reelfoot Packing Co., Union City, Tenn., will break this new film spot in March to introduce a switch in corporate symbol from an old Indian character to youthful Indian boys. The meat packing company, along with its subsidiary plants in the South, has been a user of radio-tv spot for several years.

To appear on a half-dozen stations in the Union City plant's market area of Tennessee, Missouri, Kentucky and Mississippi, the new spot features animation superimposed over live action. The process is called "rotoscope." In addition to introducing the new Indian boy symbol, the spot sequence promotes the Reelfoot meat product line and highlights the new multi-million-dollar Union City plant.

Parent Reelfoot, headed by Lorenz Neuhoff, also owns autonomously-operated plants in Clarksville, Tenn., Montgomery, Ala., Quincy, Fla., and Kinston, N.C., using Frosty Morn brand; Bristol and Salem, Va., using Valleydale brand, and Keith Sausage Co., Salem, Va. Together they account for spot schedules on about 50 tv and 40 radio stations in the South.

Fred A. Niles productions, Chicago, maker of the spot, has been using rotoscope for five years on such commercials as those for Climalene. It's costly; twice as much as all-animation or all-live, but enhances realism and story line through special effects. Indian music on the soundtrack, composed by the Reelfoot agency, Noble-Dury & Assoc., Nashville, will highlight radio spots, too.

hours. Agency is Richard K. Manoff, N.Y.

• Genessee Brewing Co., Rochester, N.Y., has signed for MCA TV's *SA 7* series in eight upstate New York markets, consisting of Albany, Binghamton, Buffalo, Elmira, Rochester, Syracuse, Watertown and Poughkeepsie, starting March 1. Agency: Marschalk & Pratt Div., McCann-Erickson, N.Y.

• MCA-TV Ltd., N.Y., reports the sale of *SA 7* series to Tareyton cigarettes, through Lawrence Gumbinner Adv., N.Y. for 10 markets throughout the U.S. and the Donovan Coffee Co. for two markets in Alabama.

• National Shoes, N.Y., is launching three-month campaign in early March, using 687 announcements per week on 30 radio stations in 23 markets and announcements on children's programs on WPIX (TV) New York. Agency: Mogul, Lewin, Williams & Saylor.

• Mid-America Corp., Houston, distributor in six southwest states for Rootes Motors, manufacturer and importer of Hillman, Sunbeam, Humber and Singer automobiles, appoints Erwin Wasey, Ruthrauff & Ryan, N.Y., as agency. Budget estimated in excess of $150,000 yearly. Radio-tv and other media to be used.

• Ford Div. of Ford Motor Co.'s short radio spot burst that opens this week reflects an upping of original plan. Ford was to use some 50 markets, instead has about doubled total. Campaign has approximate three-week run. J. Walter Thompson, N.Y., is agency.

• Illinois Bell Telephone Co., through N. W. Ayer & Son, buys final games of Illinois High School basketball tournament March 21 on 10-station regional tv network to be fed by WBKB (TV) Chicago. Stations: WCIA (TV) Champaign; WDAN-TV Danville; WTVP (TV) Decatur; WTVH (TV) Peoria; KHQA-TV Quincy; WTVO (TV) Rockford; WHBF-TV Rock Island; WICS (TV) Springfield and KETC (TV) St. Louis (Mo.).

• Edsel Div. of Ford Motor Co. will sponsor special telecast March 9 of Ringling Bros. & Barnum & Bailey Circus, entitled *The Greatest Show on Earth,* and originating at Charlotte, N.C. Show is slated 7:30-8:30 p.m. on ABC-TV. Kenyon & Eckhardt, N.Y., is agency.

Agency appointments

• The Wurlitzer Co. (electronic pianos, organs; other musical instruments), Chicago, appoints Clinton E. Frank Inc., that city, to expand its corporate publicity and public relations. Agency already handles advertising account of firm.

• Arnold Bakers Inc., Port Chester, N.Y., names Kudner Adv., N.Y., for its bread and rolls division, effective July. Account was previously handled by Charles W. Hoyt Co., N.Y., which retains Arnold cookies.

• Also in advertising

• Grant Adv. Inc., Tampa, Fla., moves today (Feb. 9) to 3408-A S. Dale Mabry Ave. Telephone: 68-1141.

• General Public Relations Inc. has established Hollywood headquarters for its tv program publicity and promotion staff in the offices of Benton & Bowles, its parent company. Hollywood staff includes Jean Meredith and Robert Will, account supervisors, and Joan Ware Holland, general assistant. Address is 6253 Hollywood Blvd., telephone Hollywood 4-9151.

• Smalley, Levitt & Smith Inc., Los Angeles, has moved to 1544 N. Highland Ave. Telephone: Hollywood 2-7236.

• Don Kemper Co., advertising agency with offices in Dayton, Ohio, and New York, has moved its public relations headquarters to New York, with Herman R. Williams appointed director of public relations. Mr. Williams was formerly executive vice president of Smith & Williams Adv., N.Y.

• Ross, Flink & Livengood Inc., Peoria, Ill., is the new name of the former Ross Adv. there.

NAB BOARDS OKAY AIR EDITORIALS

Combined radio and tv units vote unanimously to encourage editorializing by broadcasters.

Editorializing on the air received formal approval of the combined NAB Radio and Tv Boards Friday in Hollywood, Fla.

Adopted unanimously was a report of an ad hoc committee appointed last year. It includes a "Broadcasters' Guide to Editorializing" in lieu of what had been proposed as "Standards of Editorial Practice". The directors recommended the ad hoc committee be made a standing committee to conduct a continuous study of editorializing. The board's resolution concluded: "That the NAB Board adopt a policy of favoring and encouraging editorializing by broadcast licensees after they become properly equipped to perform the editorial function with the highest degree of professional skill and integrity."

The resolution stated the ad hoc committee, co-chairmanned by Alex Keese, WFAA-AM-TV Dallas, and Joseph E. Baudino, Westinghouse Washington vice president, believes that "opportunity for presentation of contrasting views was essential in providing overall fairness." It also said further that broadcasters traditionally "recognize a moral responsibility to provide for the presentation of responsible opposing viewpoints on public issues irrespective of any legal obligation."

Text of the "Broadcasters' Guide to Editorializing" follows:

"The broadcast editorial can be a powerful influence in a community, as the brief history of such editorializing has demonstrated. The dynamic nature of the medium and the personal impact of a radio or television editorial place a great weight of responsibility upon the licensee. If a station editorializes, therefore, it should do so only on the basis of the most careful preparation and a maximum effort to assure that the opinion expressed is well informed and well founded.

"Broadcasters traditionally recognize a moral responsibility to provide for the presentation of responsible opposing viewpoints on public issues irrespective of any legal obligation.

"To assure that the editorial represents the highest possible level of electronic journalism, the following requisites should be observed.

"(1) *Responsibility of the licensee*—The editorial must be presented as the opinion of the licensee himself, and not merely of a station employe. The reputation for integrity, responsibility and fairness of the station must stand behind the editorial.

"(2) *High professional skill*—The editorial should be based on facts assembled by competent individuals, conversant with local problems and public affairs. A professional background of broadcast news reporting and analysis is appropriate for editorializing. The person delivering the editorial on the air should be the manager or his designated representative.

"(3) *Public Interest*—The editorial should deal with an issue of public interest.

"(4) *Identification of editorial*—The editorial should be clearly identified as a statement of opinion of the management, regardless of who delivers it. The editorial should be clearly distinguished from the news and other program material by appropriate announcement.

"(5) *Editorial record* — Editorials should be delivered from a script and the editorials should be made available to interested individuals."

Tv Board to fight adverse publicity

Television broadcasters want to do something to combat the torrent of bad publicity inundating their medium.

NAB's Tv Board, meeting at Hollywood, Fla., decided last week to put the problem before the tv ownership-management meetings at the Chicago convention (March 15-18).

Board members agreed the publicity onslaught should be fully discussed at Chicago but they weren't sure how the criticism should be answered.

NAB's million

NAB's budget will exceed $1 million for the first time in the 1959 fiscal year, according to estimates submitted to the joint board of directors.

For the fiscal year April 1, 1959 to March 31, 1960, a total of $1,029,700 is requested. Income for the period is estimated at $1,043,683.

These figures compare with the 1958 budget estimate of $976,000, with estimated total expenses of $970,749, and projected total income of $1,040,724.

Newspapers, magazines, producers and former tv executives as well as persons prominent in government and public life were named as sources of what appear to be inspired attempts to damage the medium.

A fund should be raised from networks, multiple owners, individual broadcasters and others, some board members felt, but others thought the matter should be handled within the present NAB framework.

Donald N. Martin, NAB public relations assistant to the president, proposed a sharply expanded campaign on a long-haul basis rather than a crash program. He proposed "statesmen-like studies" on the theme, "Television and the American People," plus depth studies by independent specialists.

Taking up suggestions made earlier by two directors—C. Wrede Petersmeyer, Corinthian stations, and David C. Adams, NBC executive vice president—Mr. Martin urged tv stations to make more use of their own time on behalf of tv. He proposed a new series of filmed spots developing the theme, "Nothing Brings It Home Like Television." A pilot series on this theme is being used successfully by over 200 NAB tv stations, he said.

The Tv Board members discussed the Office of Civil & Defense Mobilization report proposing a study of the entire radio spectrum (story page 23). Pay tv was reviewed and NAB's opposition to the idea was reaffirmed. Recognition was given videotape and its growing importance and a committee to review the subject was authorized.

Thad H. Brown Jr., NAB tv vice president, told the board the NAB Film Committee will meet Feb. 19 in New York with tv film producers and distributors invited to join a luncheon session. Supplements will be added to NAB's Film Manual. He reported on tv music licensing and transmission tariffs. Vincent T. Wasilewski, NAB government relations manager, outlined the Capitol Hill situation. The association has engaged the Washington engineering firm of Kear & Kennedy to analyze the report of Television Allocations Study Organization.

C. Howard Lane, KOIN-TV Portland, Ore., Tv Board chairman, presided at the meeting. G. Richard Shafto, WIS-TV Columbia, S.C., co-chairman of the convention committee, reviewed changes in the convention format (CLOSED CIRCUIT, Feb. 2). Lt. Gen.

A. G. Trudeau, in charge of Army research and development, will address the full convention at the final March 18 luncheon. President Harold E. Fellows will speak at the March 16 luncheon. Robert W. Sarnoff, NBC board chairman, originally scheduled to receive the Keynote award at the March 16 luncheon, will open the convention that morning.

Tv Board members present were:

Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; Mr. Lane; Dwight W. Martin, WAFB-TV Baton Rouge, La.; James D. Russell, KKTV (TV) Colorado Springs; Mr. Shafto; J. J. Bernard, KTVI (TV) St. Louis; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Mr. Petersmeyer; Willard E. Walbridge, KTRK-TV, Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; Mr. Adams.

NAB staff members were Everett E. Revercomb, secretary-treasurer; Edward H. Bronson, director of tv code affairs; Howard H. Bell, assistant to the president; Douglas A. Anello, chief counsel, and A. Prose Walker, manager of engineering.

Sideline promotion • An official Oregon Centennial Commission tie was pinned on Robert T. Mason, WMRN Marion, Ohio, during the NAB Florida board meeting by C. Howard Lane, KOIN-TV Portland, Ore., commission member. Left to right: NAB President Harold E. Fellows; Mr. Lane; G. Richard Shafto, WIS-TV Columbia, S. C., and Mr. Mason.

No liquor ads, says NAB Radio Board

Endorsement of NAB's stand against advertising of hard liquors was voiced Thursday (Feb. 5) by the association's Radio Board at Hollywood, Fla. A resolution to this effect was submitted to the NAB Joint Boards, meeting Feb. 6.

Douglas Anello, NAB general counsel, said a recent Internal Revenue Service ruling on co-op advertising (BROADCASTING, Dec. 29, 22, 1958) could cost advertising media millions in revenue. He cited one estimate the ruling might involve a $200 million loss. John F. Meagher, NAB radio vice president, reported NAB and Radio Advertising Bureau cooperation, particularly on excise tax and financial data problems.

FCC has authorized remote control operations for 15 directional antenna stations, according to A. Prose Walker, NAB engineering manager. He said three 50 kw stations—WJR Detroit (two transmitters), WGN Chicago and WHAS Louisville—had remote authorizations and applications are pending for WHAM Rochester, WBZ Boston and WBT Charlotte, N.C.

F. C. Sowell, chairman of the Am Radio Committee, said the drive to push installation of radio sets in hotels and motels is making good progress. The board approved selection of May as National Radio Month, endorsing a year-round radio announcement promotion.

A resolution calling for clarified radio audience reports by research services, introduced by George Hatch of Intermountain Network, was referred to an upcoming meeting of the association's Radio Research Committee. The plan specifies that minimum information include dimensions of survey (car, business, home, portable listening); area surveyed; method used; size of sample completed, calls, interviews, diaries or mechanical tapes per program.

Am membership in NAB totals 1,473 stations, a gain of 65 in a year. Fm membership totals 383, a gain of 46.

Ben Strouse, WWDC-FM Washington, chairman of the Fm Committee, reported on progress in that medium (see fm Perspective 59 story, page 124). Donald N. Martin, NAB public relations director, reported 133 prints of the radio promotion film, "Hear and Now," had been sold.

Attending the meeting were Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N.Y.; Jack S. Younts, WEEB Southern Pines, N.C.; Hugh M. Smith, WCOV Montgomery, Ala.; Mr. Sowell; Robert T. Mason, WMRN Marion, Ohio, board vice chairman; J. M. Higgins, WTHI Terre Haute, Ind.; William Holm, WLPO LaSalle, Ill.; Ben B. Sanders, KICD Spencer, Ia.; Raymond V. Eppel, KORN Mitchell, S.D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; Mr. Hatch; Joe D. Carroll, KMYC Marysville, Calif.; Robert J. McAndrews, KBIG Avalon, Calif.; Thomas C. Bostic, KIMA Yakima, Wash.; Harold Hough, WBAP Fort Worth; J. Frank Jarman, WDNC Durham, N.C., chairman of the board; Frederick A. Knorr, WKMH Dearborn, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.; Mr. Strouse; Merrill Lindsay, WSOY-FM Decatur, Ill.; E. J. DeGray, ABC; Arthur Hull Hayes, CBS Radio; Charles W. Godwin, MBS, and P. A. Sugg, NBC.

WHITE COATS NOW ON PRO'S

NAB file shut; McGannon new Tv Code head

NAB has about rid the television code structure of phony men-in-white commercials but it must leave the problem of accredited professional people up to their own professions, the association's Tv Board was told at its Wednesday (Feb. 4) meeting, at Hollywood Beach, Fla.

The Tv Board adopted a half-dozen clarifying amendments to the Tv Code and approved appointment of Don McGannon, president of Westinghouse Broadcasting Co., as new chairman of the Tv Code Review Board.

Mr. McGannon succeeds Roger W. Clipp, vice president, Triangle Stations, who has completed his term and was not eligible for reappointment. Besides elevating Mr. McGannon to the chairmanship, Mr. Fellows named three new members to the board—Mrs. Dorothy Bullitt, president of King Stations in the Pacific Northwest; Joe Herold, vice president-general manager of KBTV (TV) Denver, and Gaines Kelly, vice president-general manager of WFMY-TV Greensboro, N. C. Holdover member is Joe Hartenbower, vice president-general manager of KCMO-TV Kansas City.

Retiring with Mr. Clipp were Mrs. Hugh McClung, of the McClung Stations in California, and Richard A. Borel, director, WBNS-TV Columbus, Ohio.

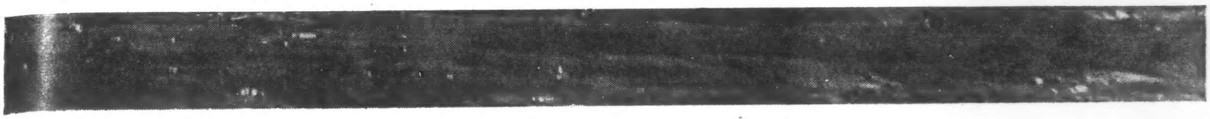
In his closing message Mr. Clipp said the Jan. 1 men-in-white deadline had met "wide observance." He added, "Accredited physicians, dentists and nurses are appearing, and are acceptable under the code. It is now up to the professions to police their own people and we have told them so."

The code budget was increased slightly to $125,000.

Member firms of the Film Producers Alliance, producing about 75% of all films for tv, will start showing the code seal on all new product this spring, Mr. Clipp said. Alliance members are affiliate code subscribers. He said the code monitoring program has reached all 301 member stations for at least one three-day 35-hour period. The monitoring "strongly confirms the code board's contention that the majority of member stations are in substantial compliance with the advertising provisions of the code," he said. "The familiar charges of over-commercialism are not supported by the facts."

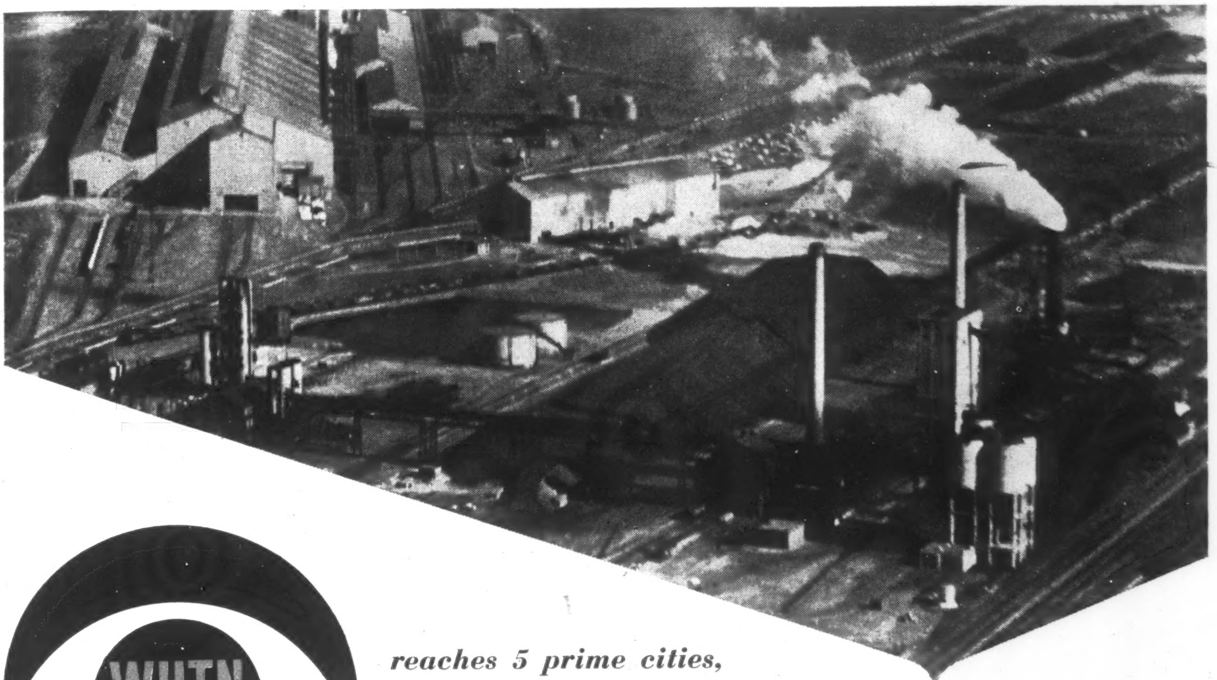
The Tv Board voted to authorize President Fellows to name a board committee to review code regulations and procedures.

The code amendments, mostly chang-



WHAT OUTLINES A MARKET AREA?

single community? City, county, state boundaries?



WHTN TV

Huntington-Charleston, West Virginia

reaches 5 prime cities, 89 counties, 4 states in the

GOLDEN OHIO VALLEY

Backed by 316,000 watts of power pouring from an antenna 1000 feet above average terrain, WHTN-TV is the only full power station in the Golden Ohio Valley . . . the only station that puts city grade service over this widespread, spectacularly prosperous area.

Power-packed with factories, fuel, farms and fast-growing shopping centers, supermarkets, chain and retail stores that it is estimated will profit from $2,482,661,000 in retail sales in 1958 alone. Bursting with 2,957,100 people, 591,020 TV homes*, who enjoy WHTN-TV's outstanding programs . . . top-rated CBS shows . . . its "better" viewing.

And you can cover this huge market jackpot at one of the lowest cost-per-thousand rates available anywhere. Get the dollars and cents story RIGHT NOW from Petry.

***August TV Market Guide**

WHTN-TV **Huntington-Charleston, West Virginia • The only full-powered station in this Golden Valley**
A Cowles Operation • CBS Basic • Nationally represented by Edward Petry & Co., Inc.

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money*.

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

McGannon takes over chair of Television Code

es in language recommended by the code board, follow:

Under acceptability of program material (par. a, iii), the entire paragraph covering banned words and phrases was deleted; the word "occultism" inserted in par. 1 after "exhibitions of fortune-telling"; under par. t, phrase "except where essential to the program plot" inserted after "Law enforcement shall be upheld and."

Under acceptability of advertisers and products (par. 1., lines 7-11) word "broadcast" changed to "broadcasting." This language was added to par. 1., f: "Such advertising of personal products as is accepted must be presented in a restrained and obviously inoffensive manner." The language on contests, par. 1., was changed to add this phrase, "in addition to complying with all federal, state and local laws and regulations."

Par. 1., responsibility toward children, was revised to read as follows:

"The education of children involves giving them a sense of the world at large. However, such subjects as violence and sex shall be presented without undue emphasis and only as required by plot development or character delineation. Crime should not be presented as attractive or as a solution to human problems, and the inevitable retribution should be made clear."

Tying into the acceptability of program material (par. l) dealing with fortune-telling and the like was a revision under acceptability of advertisers (par. 1., e) which deletes the word "spiritualism" because of its possible conflict with religion. A protest to the board led to this revision. The new provision reads as follows:

"The advertising of fortune-telling, occultism, astrology, phrenology, palm-reading, numerology, mind-reading, character reading or subjects of a like nature is not permitted."

NAB calls state heads to meeting Feb. 24-25

Presidents of state broadcasters associations will hold their fourth annual conference in Washington Feb. 24-25 under NAB auspices. The program includes reports on major industry topics such as freedom of information, local taxes, sports, government relations and industrywide promotion.

NAB President Harold E. Fellows will address the opening luncheon. The final luncheon will feature awards ceremonies for the Voice of Democracy broadcast script-writing contest. FCC Comr. Robert E. Lee will explain the civil defense radio warning system the opening morning.

The program includes panel discussions and roundtables. Robert D. Swezey, WDSU New Orleans, chairman of NAB's Freedom of Information Committee, will speak on the topic, "A Time for Action." Reports include: Freedom of Information, Pat Murphy, KCRC Enid, Okla.; local taxes, John E. Bell, WCMA Corinth, Miss.; sports, Gene Shumate, KRXK Rexburg, Iowa; government liaison, Joseph M. Higgins, WTHI Terre Haute, Ind., and the hotel-motel radio campaign, F. C. Sowell, WLAC Nashville, Tenn. Howard H. Bell, NAB assistant to the president, will preside at the meetings.

WITH's Embry elected

R.C. Embry, WITH Baltimore, was elected president of Maryland-D.C. Broadcasters Assn. at a Feb. 5 meeting held at the Broadcasters Club of Washington. Jason Pate, WASA Havre de Grace, was elected vice president. Lloyd W. Dennis Jr., WTOP Washington, was elected secretary-treasurer. Frederick S. Houwink, WMAL Washington, is retiring president.

Elected to the board were Richard Eaton, WARK Hagerstown; E. K. Jett, WMAR-TV Baltimore; Robert B. Jones Jr., WFBR Baltimore; Joseph Goodfellow, WRC Washington; Mr. Houwink; Charles J. Truitt, WBOC Salisbury, Md., and Morris H. Blum, WANN Annapolis. The annual convention will be held June 18 at the Stephen Decatur Hotel, Ocean City, Md.

Two adopt one rate

Two more radio stations have adopted a single rate for both local and national business. They are WPTR Albany, N. Y., and WZOK Jacksonville, Fla. Both stations are represented by Robert E. Eastman & Co., a leader in the current single-rate movement.

NO MATTER *HOW* YOU MEASURE.

MARKETING RESEARCH PAYS OFF
CHECK LISTS OF Sales-Promotion and Merchandising Essentials
Advertising and Marketing to Young People
YES
OUIJA
NO

KTRH **THE AREA STATION FOR SHARP TIME BUYERS***

THE STATION ASSIGNED THE NEW TRIPLE AAA BROADCASTS OF THE HOUSTON BUFF BASEBALL GAMES

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC. *See ANY Area Survey

LASSO THESE HARD-TO-GET SPONSORS

with

"THE CISCO KID"

DELIVERED!

A major potato chip sponsor to 12 stations in a four-state area! . . . Whether it's potato chips or petroleum distributors, "Cisco Kid" helps deliver accounts on your station's "most wanted" list!

Could you use a local . . .

- FOOD PACKAGER
- INSURANCE AGENCY
- BAKERY
- GROCERY ASSOC.
- DEPARTMENT STORE
- DAIRY
- TOY COMPANY

Sponsors in ALL these classifications (and many, many more) are on TV stations in markets coast-to-coast with the new "Cisco Kid" plan. You can offer sponsors a rating-proved series that's backed with a complete market-tested traffic and direct sales-building plan. Low cost. Wide appeal. Get the facts from:

CISCO KID DIVISION
1529 Madison Road
Cincinnati 6, Ohio

ZIV Television

NBC-TV EASES BAN ON DELAYS

Affiliates may use tape with permission

NBC-TV last week set up the mechanics by which affiliates may seek exceptions to the ban on local tape delays of network broadcasts.

The statement of policy and procedure mailed to affiliates, recognized that exceptional circumstances may arise in which a station is justified in wanting to carry a specific program at a time other than that scheduled by the network (CLOSED CIRCUIT, Jan. 26). It warned, however, that written permission must be granted in advance and that this will come only "on a case by case basis, and only when a clear demonstration of audience advantage, public service or other compelling consideration is made and the requesting station agrees to comply fully with the procedures established by NBC."

Procedures • Requests must be submitted to Steve Flynn, director of sales service, on forms supplied by NBC. They must be received at least 14 days before the scheduled network broadcast date in the case of sponsored programs and seven days before for sustaining shows. NBC will answer in writing at least 24 hours before broadcast time (or, if an "emergency" prevents compliance with the full procedure, may answer orally but confirm it in writing). Stations must explain why they want the delay and show when and how the program will be carried. If a tape delay is approved, the station must agree to erase the tape within 24 hours. NBC reserves the right to withdraw approval on 24 hours' notice.

Factors to be considered in passing upon such requests, NBC said, include the reasons given by the affiliate, suitability of the time the station wants to broadcast the program, advertiser approval if the program is sponsored, effects on color programs and effects on the technical quality of the program. The technical quality, NBC explained, "is related to the 'generation' of tape from which the delayed broadcast is made (this, in turn, hinges on whether the network feed was live, film or tape, and if tape, what generation)."

NBC's requirements are similar to those imposed by CBS-TV in its current "experimental" relaxation of its ban against tape delays by affiliates (BROADCASTING, Dec. 15, 1958). Both networks stress that exceptions will be made only for compelling reasons.

Tale of 2 cities'

WTRY Albany-Schenectady-Troy, N. Y., organized a group of civic-minded citizens from the area Friday (Jan. 30) to visit New Haven, Conn., and see redevelopment projects underway there.

WAVZ Broadcasting Corp., which owns WTRY and WAVZ, has campaigned for nearly 10 years for redevelopment of New Haven. Now that the New Haven station is seeing results for its editorializing, it decided to invite the Albany-Schenectady-Troy group over to observe what has been done to revitalize the city.

WRVA leaves CBS for NBC because of PCP

WRVA Richmond, affiliated with CBS for almost 22 years, will move to NBC July 1, Harry Bannister, NBC station relations vice president, is announcing today (Feb. 9).

The station, displeased with CBS' Program Consolidation Plan, declined to sign a new contract embodying PCP and was given cancellation notice by CBS a few weeks ago (BROADCASTING, Jan. 19).

Explaining the new affiliation, C. T. Lucy, radio vice president of Larus & Brother Co., owner of WRVA, said that "the aggressive and forward looking policies of the NBC network in maintaining a full schedule of national service leads us to believe that we can best continue to serve the people of Richmond" by affiliating with NBC.

Replaces WLEE • WRVA, on 1140 kc with 50 kw, will replace WLEE Richmond in the NBC lineup. WLEE is on 1480 kc with 5 kw. WRVA, founded in 1925, was an NBC affiliate from 1929 to 1937, when it switched to CBS. John B. Tansey is general manager.

CBS officials say that they have had affiliation applications from a number of stations since PCP was announced but that as yet they cannot comment on whether they have signed replacements for specific defections. In addition to WRVA these include WJR Detroit, WKNE Keene, N.H., WSAN Allentown, Pa., and WTAG Worcester, Mass. WKNE and WSAN have signed with NBC. WJR and WTAG are among the stations working for formation of a nationwide radio program service which would supply network-type programs but not sell advertising (BROADCASTING, Feb. 2).

HAVE RATINGS WON'T BUDGE

"When a man's business card reads 'HAVE GUN – WILL TRAVEL' he must always stay one jump ahead of the competition." Again KSLA-TV has "notched-up" EIGHT of the TOP TEN shows . . . 20 of the TOP 25 with a weekly audience of 51.1% mornings, 61.2% afternoons and 57.5% nighttime.*

You just can't quarrel with a station that promotes *consistently* . . . programs *imaginatively* . . . delivers a *clean, clear picture* . . . is backed up with BASIC CBS programming . . . and comes out ON TOP in every TV audience survey, time after time.

You can hire a TOP GUN to work for you in Shreveport by contacting Messrs. Harington, Righter and Parsons for the *complete* KSLA-TV story.

Colt .45 engraved by E. C. Prudhomme, Shreveport

KSLA TV

basic CBS *channel* 12 *shreveport, la.*

* November, 1958 ARB

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

OPTIONAL OPTION TIME PLAN

Shafto launches 'floating' idea in S.C.

A proposal for "floating option time" during evening television hours—made possible through videotape recording and designed to put program control more completely into the hands of local station management—has been advanced informally by G. Richard Shafto, executive vice president, WIS-AM-TV Columbia, S.C., and WIST Charlotte, N.C. WIS-TV is a primary NBC-TV affiliate.

In operation, the local tv station would decide how best to serve the local community interest by the most effective scheduling of the three hours of network option time programs during the evening segment of 6-11 p.m. The tv networks have prohibited affiliates from deviating from the simultaneous broadcasting of option time programs, although NBC-TV last week announced it will consider written applications on a case-by-case basis requesting permission to delay or reschedule specific shows because of unusual circumstances (see page 40). CBS-TV is "experimenting" with a similar policy.

Keynote Speaker • Mr. Shafto made his proposal Jan. 28 in a keynote address before the spring convention of the South Carolina Radio and Television Broadcasters Assn. in Columbia. He said FCC rules on option time would have to be amended to accommodate the "floating option time" plan. FCC only last month advised Justice Dept. that network option time is "reasonably necessary" to assure successful network functioning (BROADCASTING, Jan. 12 *et seq).* In April 1958 Justice informed the Commission it considered option time a *per se* violation of anti-trust laws, but to date has not taken any action.

Mr. Shafto noted that "when the broadcaster strives to shape his evening programs in a manner which his judgment dictates is best suited to meet the needs of his local audience, he is confronted with the impediment of network option time occupying in one solid block the hours from 7:30-10:30 p.m. So long as this compact segment remains beyond his control, the broadcaster is lulled into accepting another's judgment for the programs emanating from his television tower."

Observing that half of all network programs now are on film and that additional prints could afford the required flexibility, Mr. Shafto said more recently the videotape recorder has enabled stations to perform the same function within minutes. Although the vtr "is currently restricted by network policy, it is unbelievable that it can long be prevented from rendering the full service of which it is capable," he said.

If floating option time is workable, Mr. Shafto said, "it will permit the licensee to move to the side of the stage the network program unworthy of center-stage position. Of equal importance, the affiliate could adjust the sequence of network programs to the habits of his audience—thus overcoming a broadcast time which may have been chosen as a compromise to suit the several time zones to which the program was transmitted.

"Of even greater importance, the broadcaster could assume his rightful responsibility for balancing his schedule of programs—whether local, film or network—to meet the needs of his community."

Mr. Shafto asked, "Can you imagine a popular and successful *New York Times* or a *Charleston News and Courier* if the Associated Press wrote everything that went on the front page and indicated where each story should be placed?"

Mr. Shafto felt simultaneous transmission causes a network pattern or sequence of look-alike programs to preserve high "lead-in" audiences for the sponsors of succeeding programs. "This effect," he said, "is highly detrimental. It results in a chaining of each program to the other—to fixing a pattern of mediocrity where the influence of the advertiser effectively restrains day-to-day or week-to-week program changes. It freezes attention to the national popular rating of the preceding program—no matter what its program content or format." Thus the gluts of quizzes and westerns, he noted.

More Competition • Other benefits of floating option time cited by Mr. Shafto included the introduction of competition from the ever-increasing wealth of films available to tv, and opening the way "for additional exposure in the prime hours of programs from the third network in the one- and two-station markets."

Mr. Shafto said it is "commonplace" for a tv station in one city "without adverse effect upon its audience size" to broadcast a film two weeks later than the same network show was carried in a city 50 or 60 miles away.

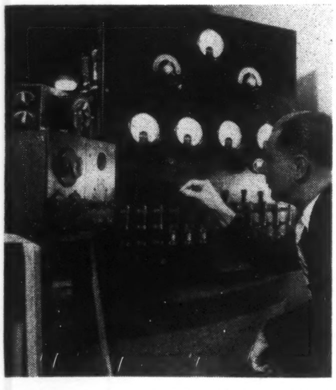
Mr. Shafto also discussed the relationship of the radio network and the radio station as well as the over-populated status of radio stations today.

He said the radio network "is no longer an income factor in the economics of a radio station operation—it adds little, if any, to the size of the station audience—and if a station operator has an aggressive sales staff, his option hour commitments to the network may deprive him of substantial local revenue.

"Despite all of its marvelous contributions to building our American system of radio broadcasting, the radio network has dwindled almost to the point of impotence in 1959."

Mr. Shafto called for more careful cost accounting and better program performance and selling to avoid being found among the large number of loss operations in radio (31% lost money in 1957, he said). He continued in part:

"So long as a newcomer whose programming consists of records announced by youngsters of meager talent—and meager earnings—can successfully compete for audience, I submit that there exists an atmosphere that suggests consolidation. If we are going to discourage more new stations—and cause the less able of the existing stations to drop out or consolidate—the best broadcasters must do something more than they are now doing to distinguish themselves from the poorest broadcasters."

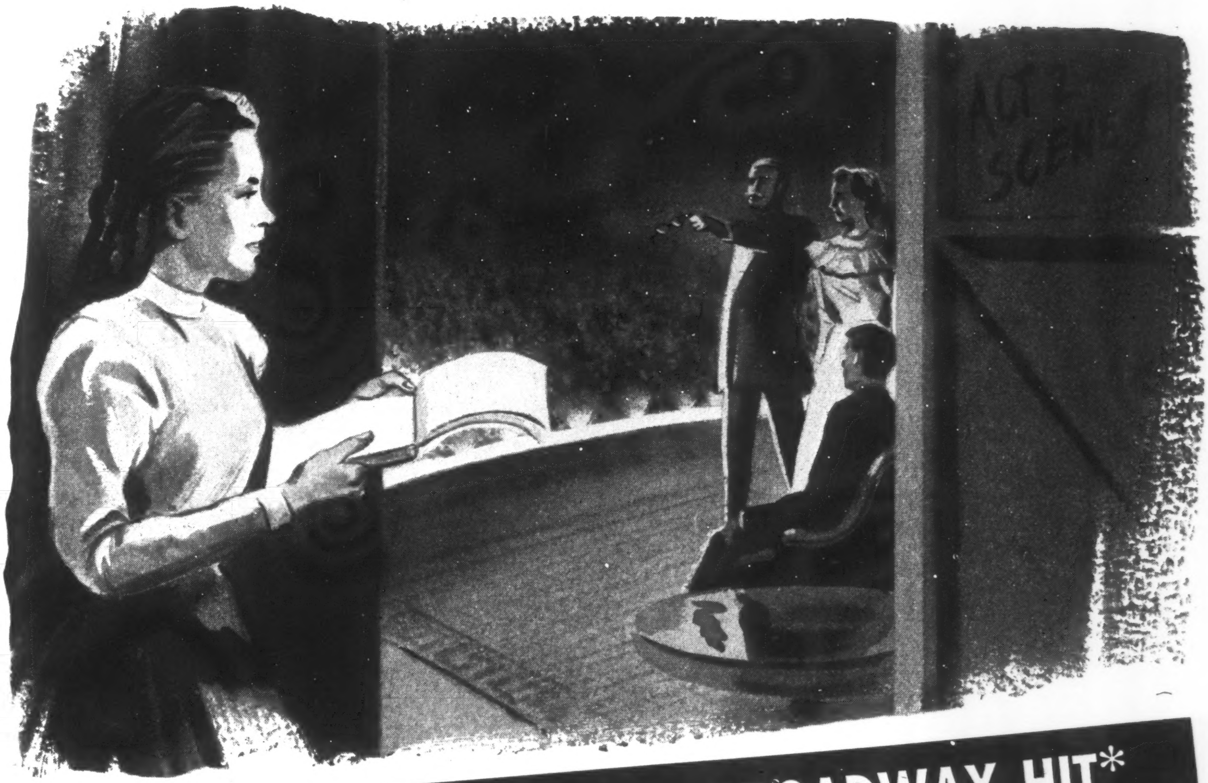


Early equipment • This replica of the first transmitter control board used by KDKA Pittsburgh to broadcast Presidential election returns is being donated to Washington's Smithsonian Institution.

The equipment, demonstrated here by Ted Kenney, chief engineer of KDKA, saw duty in the Harding-Cox election of 1920. It controlled a power of 100 w, as compared with KDKA's 50 kw output of today.

Ohio plans etv network

The Ohio Council for Educational Television has given Sarkes Tarzian Inc. (electronics manufacturer), Bloom-



YOU MAY NEVER WRITE A BROADWAY HIT*—

BUT... You'll Steal The Show In Kalamazoo-Battle Creek And Greater Western Michigan With WKZO Radio!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

Each day when the curtain goes up on radio listening in Kalamazoo-Battle Creek more families tune — *and stay tuned — to WKZO Radio than to any other station!*

WKZO *alone* has as many listeners each day from 6 A.M. to Noon as the next two stations combined! Pulse also shows that WKZO Radio gets *43% more* audience day and night than the next station.

Make your command performance in Kalamazoo-Battle Creek and Greater Western Michigan on WKZO Radio—see Avery-Knodel for more information!

*"*Life With Father*", *with 3,213 performances, has been New York's most successful play.*

AM—TV—FM

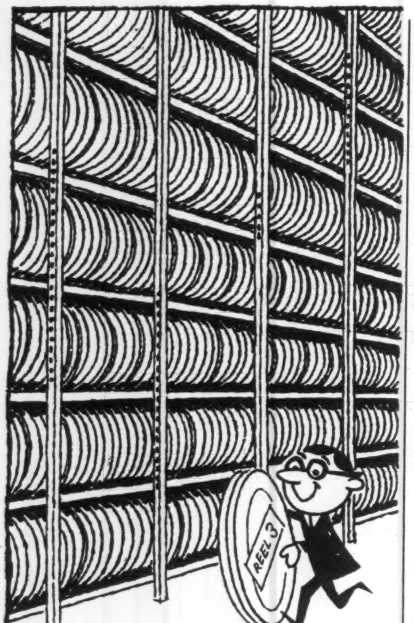
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



up to our rafters in movies!

Looking for top film packages for the Oregon market? KPTV has them! 2,426 features in all—running in peak-rated evening periods. Just another reason why KPTV is your *best buy* station in Portland. Call your Katz man today!

Check over this list:

- **Paramount**
- **RKO**
- **Dream Package**
- **Critics Award Package** (#1 & 2)
- **21 Package**
- **Princess**
- **Enterprise**
- **Fox 52**
- **Galaxy 20**
- **Anniversary**
- **United Artist**
- **Selznick Features**
- **Shock**
- **Son of Shock**
- **RKO Showcase**
- **Triple Crown**
- **Warner Bros.** (#7 through 13)
- **Columbia Misc.**

KPTV *Portland, Oregon* *channel* **12**

Oregon's FIRST Television Station
Represented by the
Katz Agency, Inc.

ington, Ind., a blueprint for an etv network that would link nine existing or proposed Ohio etv outlets.

Costing more than $700,000, the network will be connected by a microwave relay system that will give coverage to most of the state. Ohio etv stations include WCET (TV) Cincinnati, WOSU-TV Columbus, WMUB-TV Oxford and WGTE-TV Toledo.

AFM, networks sign five-year contract

The three radio-tv networks and the American Federation of Musicians reached agreement Feb. 1 on a new five-year contract, expiring March 1, 1964. It calls for reduction in some staffs, wage increases, the establishment of a pension plan and a formula for use of music recorded on videotape. (Mutual has no staff musicians).

The old contract expired at midnight Jan. 31 while negotiations were still in progress and AFM then said "a strike was in effect." There was no picketing at the networks, however, and they apparently were not affected. The new contract proposal has been approved by the union's executive board, and, according to Herman D. Kenin, president, the pact is not subject to ratification by the membership.

Staff musicians will receive no immediate wage increase but, starting Feb. 1, 1961 (the start of the contract's third year), they will receive a 10% raise. The minimum pay in New York at networks is $220 a week and varies in other cities. An immediate 10% raise, applicable in New York only, was granted for "single engagement" work, affecting musicians who are hired for a special program or to perform for a show on a single time rather than on a continuing basis.

Some Staff Reductions • The quota of staff musicians will remain as it has been in New York and Los Angeles—65 musicians for each of the three networks in New York; 45 for NBC in Los Angeles and 21 each there for CBS and ABC. The union, however, agreed to reduce guaranteed employment in Chicago, which no longer is the originating center for as many network musical programs as in the past. Currently, each network maintains 45 staff musicians in Chicago. The new contract permits each network to drop five musicians annually for the next four years, thereby reducing each staff in Chicago to 25. Cut-backs in the number of staff musicians also will be instituted in Boston, Detroit, St. Louis and San Francisco, where the networks own and operate stations.

The pension plan, which is the first to be established for network musicians, will be network financed by a 5% contribution of minimum wages. There will be no deductions from employees.

On taped programs, musicians will receive residual payments as follows: 75% of the original fee for first and second re-plays; 50% for third and fourth and fifth re-plays; 10%, sixth re-play, and 5%, all subsequent replays.

Another provision gives the networks the right to use staff musicians for six hours in an eight-hour schedule. In the old contract, they were on call for eight hours but received overtime after playing for four hours. In the new pact, overtime will not become effective until after six hours of assigned playing.

Plane crash kills six

Casualties in last Wednesday's (Feb. 4) crash of an American Airlines' plane in New York's East River off LaGuardia Airport included six persons with broadcasting or advertising affiliations. Dead were: Beulah Zachary, Chicago, producer of the former network show *Kukla, Fran & Ollie;* Howard A. Kass, New York, merchandising coordinator for Sales Communications Inc., sales planning subsidiary of McCann-Erickson; S. Harris Shevelson, Westport, Conn., editorial director of *Madison Avenue* magazine; the Rev. William A. Meadows, Nashville, director of radio-tv services and training for the Methodist Church; the Rev. Royer H. Woodburn, Nashville, director of utilization and field service of the Methodist Tv-Radio Commission, and the Rev. W. Carlisle Walton Jr., Nashville, director of tv ministry development for the Methodist Church.

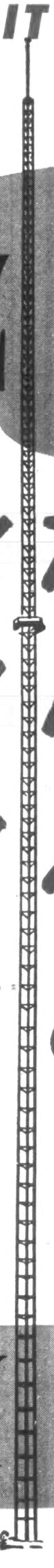
Among the survivors was Edward Gottlieb, president of Edward Gottlieb & Assoc., New York, a public relations firm which has broadcast advertising clients, including Chesebrough-Pond's toiletries and Florists' Telegraph Delivery Assn.

Blair moving again

The three John Blair & Co. organizations will move in New York for the third time in eight years, according to President John Blair.

John Blair & Co. (radio station representative), Blair-Tv and Blair Television Assoc., by late spring will fill the seventh floor of the new Corning Glass Bldg. at 717 Fifth Ave. The new quarters will provide 22,000 feet of space, 40% more than the Blair firms now occupy on two floors at 415 Madison Ave., and nearly double the sixth floor space into which Blair moved just three years ago.

BUYING DETROIT AND SOUTHEAST MICHIGAN?



NOW! WXYZ TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

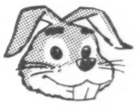
NEW TOWER!

tallest TV tower in southeast Michigan

NEW POWER!

blanketing an even larger area with a powerful signal

NEW AUDIENCE!



wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!

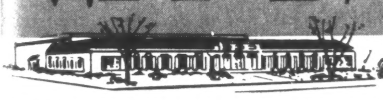
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area!

now WXYZ-TV serves *more* people, *better!*

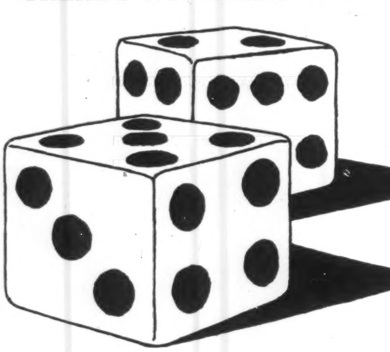
WXYZ-TV CHANNEL 7 DETROIT ABC



Represented Nationally by BLAIR-TV

BROADCAST HOUSE — *10 Mile and Northwestern Highway, 14 miles northwest of central Detroit*

THERE'S NO GAMBLING . . .



when you offer your broadcast property for sale through Blackburn and Company. A nationwide team of representatives offers quality transactions on every negotiation.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

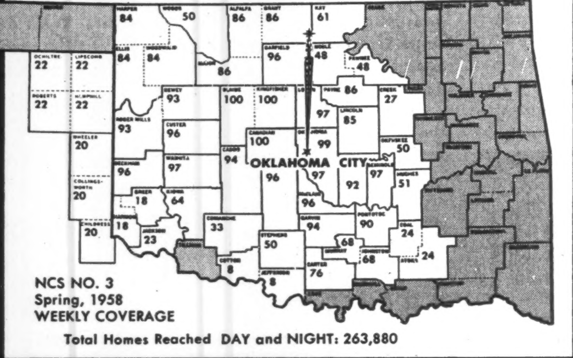
MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

SELL
Oklahoma's Biggest
TV Market . . .
the KWTV Community . . .
from KWTV
OKLAHOMA CITY

The TOWER with SALES-power in Oklahoma!



NCS NO. 3
Spring, 1958
WEEKLY COVERAGE

Total Homes Reached DAY and NIGHT: 263,880

CBS

See your PETRYman

BPA board meeting plans fall convention

Preliminary program plans for Broadcasters' Promotion Assn.'s fourth annual convention in Philadelphia Nov. 2-4 were explored at its first 1959 board meeting in Chicago a fortnight ago.

Thirteen of the 17 officers and directors attended the all-day meeting conducted by Charles A. Wilson, BPA president. A second board meeting is planned for mid-June in Philadelphia.

Earlier, Mr. Wilson announced membership of a steering committee to guide planning and development for BPA in 1959. Named to the group were Bruce Wallace, WTMJ-AM-TV Milwaukee; Haywood Meeks, WMAL-TV Washington, D.C.; Elliott W. Henry Jr., ABC Chicago and immediate BPA past president; Donald Curran, KTVI (TV) St. Louis, and Gene Godt, WCCO-TV Minneapolis, and BPA first vice president as chairman.

Mr. Wilson also announced the appointments of James Kiss, WPEN Philadelphia, as 1959 convention program chairman; Kenneth Chernin, WFIL-AM-TV Philadelphia, convention facilities chairman, and Janet Byers, KYW Cleveland, as membership chairman.

John F. Hurlbut, WFBM-AM-TV Indianapolis, chairman of the special projects committee, was asked to frame a questionnaire to provide station information to agencies, advertisers, trade publications and other stations. The board also discussed selection of regional and state membership chairmen and approved preparation of a new membership brochure. Nine new members have been added to BPA's roster since Jan. 1, according to Mr. Wilson.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week. Both are subject to FCC approval:*

• WTSV-AM-FM Claremont and WTSL Hanover, both New Hampshire: Sold to Norman Knight by Good Neighbor Stations group owner William F. Rust Jr. for $255,000 for both outlets plus adjustments for current assets. Mr. Knight is president of the Yankee Network and WNAC-AM-TV, WRKO-FM Boston; he recently purchased WHEB Portsmouth, N.H. The sales were handled by Blackburn & Co. WTSL is on 1400 kc with 250 w. WTSV is on 1230 kc with 250 w. WTSV-FM is on 106.1 mc with 4.8 kw.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* For The Record, *page 150):*

• WMUR-TV Manchester, N.H.: Sold

to the United Television Co. of New Hampshire by The Radio Voice of New Hampshire Inc. for $450,000. Assignee stock is held by Friendly Broadcasting Co., 99% owned by multiple owner Richard Eaton. WMUR-TV is on ch. 9 and is affiliated with ABC-TV.

- KSAL Salina, Kan.: Sold to Salina Broadcasting Inc. (KFOR Lincoln, KRGI Grand Island, both Nebraska, and KMNS Sioux City, Iowa) by KSAL Inc. for $350,000. KSAL is on 1150 kc with 5 kw, directional antenna, night, and is affiliated with MBS.

- WTAC Flint, Mich.: Sold to L&P Broadcasting Corp. (Leonard and Phil Chess) by First Broadcasting Corp. for $278,000. WTAC is on 600 kc with 1 kw, day, and 500 w, night.

- KFMU (FM) Los Angeles, Calif.: Sold to Metropolitan Theatres Corp. (owned by multiple owner Sherrill C. Corwin) by Brazy Broadcasting Corp. for $100,000 plus agreement not to compete in the radio business in area for a five-year period. KFMU is on 97.1 mc with 58 kw.

NBC won't balk at toll tv tests

The three television networks are opposed fundamentally to pay tv. However, NBC last week said it was not opposed to limited technical tests of subscription television, but CBS and ABC both went on record against tests too.

In a letter to the nation's tv-radio editors, Robert W. Sarnoff, NBC board chairman, said the network recently has had "a barrage of inquiries as to its position" on pay tv, particularly on the technical test proposal suggested by Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee. NBC does not object to the technical tests, Mr. Sarnoff continued, as "they may serve to satisfy the view held by many people of honesty and integrity that some form of test opportunity should be given the promoters of pay systems."

Mr. Sarnoff observed that NBC still holds to this conviction: "If pay television is established, it can succeed and grow only by displacing free television, and in the process, the great majority of the public will lose the enormous benefits which free television now offers them."

NBC's position on technical tests appears to be at odds with CBS' viewpoint, as expressed recently by CBS President Frank Stanton when he asserted:

"We also gave careful study to con-

Wanted; more news editors

We find very few "News Editors" listed in directories of station executives. Every other job seems to be well staffed.

If *electronic journalism* is to grow and prosper, somebody qualified has to take it over. With all due respect to program directors, announcers and disc jockeys, news handling is a profession—not an avocation.

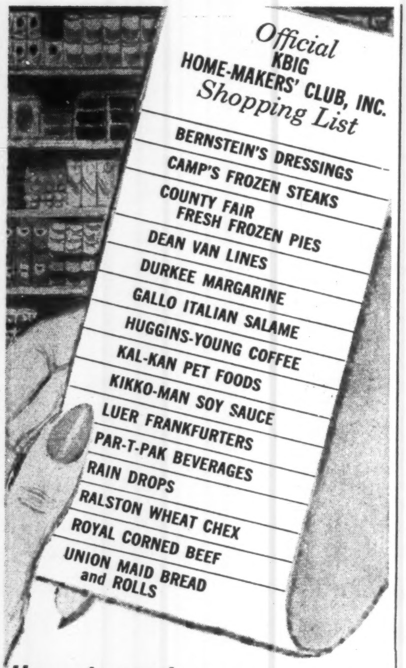
Broadcasting needs craftsmen who know and understand the value of leads, rewrites, style, timing and "kills". As the battle for more eyes and ears goes on in every market, the search for program originality must press on.

The network or station penetrating deepest into news features wins recognition. It's true nationally. It's true locally.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**



How to get your product on the

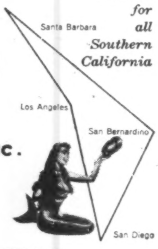
BIGGEST SHOPPING LIST

in Southern California

Your product or service *automatically* goes on 100,000 official shopping lists . . . *just as soon as your radio spots go on KBIG's HOME-MAKERS' CLUB, INC. package.* As a participating sponsor, your labels are worth money to over 500 active women's clubs in Southern California. Guaranteed also are product demonstrations at a minimum average of 5 club lunches or dinners a week; access to consumer panel testing; low-cost sampling and couponing; regular product bulletins to member clubs; and monthly listings in *Everywoman's Family Circle.*

You can buy this proven merchandising plan (together with the effective selling power of KBIG) for package rates as low as $155 weekly. Ask your KBIG or WEED representative . . . or write for special brochure.

Buy Radio Catalina for all Southern California



740 kc/10,000 watts

KBIG

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd.
Los Angeles 28, Calif.
HOllywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

© 1958 JOHN POOLE BROADCASTING CO., INC.

ditions under which the principles of pay television might be tested. We were forced to two conclusions. One was that spot experiments in isolated areas could not settle the issue. The other was that no all-out nationwide test could be conducted without destroying television as we now know it."

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, last week reiterated his opposition to even a trial of pay television. Even if authorized on a trial basis, he said, pay tv would "eventually lead to the destruction of free television." He said that permitting a test of pay tv is "equivalent to starting an epidemic to test a new vaccine. Once the epidemic has started, it cannot be controlled. Even 'limited' tests, because of the investment required, would create economic interest which once established would be virtually impossible to dislodge."

Ayres, Allen & Smith to rep Ayres stations

Ayres, Allen & Smith, San Francisco and Hollywood, has been formed to represent approximately 25 stations formerly serviced by William A. Ayres Co. The latter now operates solely as a publisher's representative.

William A. Ayres, owner-manager of Ayres Co., is in an administrative capacity with AA&S. Robert R. Allen, salesman, McGavren-Quinn Corp., San Francisco, is manager of AA&S' office there. Jack DeBar Smith, Southern California manager, Ayres Co., joins the new representative company in a similar capacity.

Headliner deadline

Entries for the silver anniversary Headliner Awards of the National Headliners Club will close Feb. 10, according to Mall Dodson, executive secretary of the club. An all-media board of judges will select winners of radio-tv, magazine and newspaper contests. Entries are to be submitted to Mr. Dodson at National Headliners Club, Convention Hall, Atlantic City, N. J. Non-winning entries will be returned.

Winner will be announced in early spring with award presentations shortly thereafter.

• Rep appointments

• WROV Roanoke, Va., names Jack Masla & Co., N.Y., as its national representative, effective Feb. 15.

• Canadian Broadcasting Corp. has appointed McGavren-Quinn, N.Y., as its first U.S. sales representative, covering the CBC's Trans-Canada and Dominion radio networks and its owned English-language radio stations for spot busines (AT DEADLINE, Jan. 19).

Sell yourself

Efficacy of commercials on the WSPA-TV Spartanburg, S. C., *Pitts Showroom* has been highlighted by purchase of the sponsor's product by four station staffers. The show features Renault Dauphine automobiles for the local Pitts Motor Co.

• McKee Broadcasting Co. (WKCB-WKCQ [FM] Berlin, and WBNC Conway, both New Hampshire) names Walker-Rawalt Co., N.Y., as its representative in the following cities: Boston, Atlanta, Chicago, Los Angeles and San Francisco. Breen & Ward, N.Y., will represent the stations in New York.

• KINS Eureka, Calif., names Weed & Co., N.Y., as its national representative.

• Cascade Broadcasting Co. (KIMA-AM-TV Yakima, KEPR-AM-TV Pasco, KBAS-TV Ephrata and KWIQ Moses Lake, all Washington, and KLEW-TV Lewiston, Idaho) names George P. Hollingbery Co., N.Y., as its national representative.

• WOWL-TV Florence, Ala., names Rambeau, Vance & Hopple, N.Y., as its national representative. Firm already represents WOWL Radio.

• KMSO-TV Missoula, Mont., names Forjoe & Co., N.Y., as its national representative except for Washington and Oregon which will continue to be represented by Hugh Feltis & Assoc.

• Media reports

• KBIZ Ottumwa, Iowa, today (Feb. 9) joins CBS Radio as bonus outlet. Owned and operated by Wapello County Broadcasting Co., KBIZ operates fulltime on 1240 kc with 250 w.

• WSM-AM-TV Nashville, Tenn., has presented tapes of first two volumes of NBC's radio documentary, *Image Russia,* to Nashville Public Library. John H. DeWitt Jr., president of WSM stations, said that entire series of 72 tapes will be contributed to city library for public use.

• Total of 1,057 affiliates is claimed by Keystone Broadcasting System with the addition of 11 stations. They are: WTOT Marianna, Fla.; KLEM Lemars, KMAW Maquoketa and KWP

It's a habit...

like tuning KMJ-TV in FRESNO

(California)

KMJ-TV . . . first TV station in The Billion-Dollar Valley of the Bees

FIRST TV STATION IN FRESNO

For example:

- More Quarter-Hour Wins Monday thru Saturday
  - 27% more than Station A
  - 82% more than Station B
- First in Share of Audience Sign-on to Sign-off
  - first in weekday mornings
  - first in weekday afternoons
  - first 7 nights per week
- Nine Out of Top Twenty Shows
  - 50% more than Station A
  - 80% more than Station B

(Oct-Nov 1958 4-week ARB Fresno Metropolitan Area)

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

VIDEOTAPE TM
PIX

Now, you say when

And how often too! For once programs and commercials are Videotape* recorded, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Muscatine, all Iowa; KWCL Oak Grove, La.; WFRB Frostberg, Md.; WBXX Hattiesburg, Miss.; WATA Boone, N. C.; KFJI Klamath Falls, Ore.; WWBD Bamberg, S. C., and KZEE Weatherford, Tex.

- KSIL Silver City, N.M., has joined Mutual as an affiliate. The station formerly was with CBS. Owned and operated by James Duncan, KSIL is on 1340 kc with 250 w.

- KILT Dallas, Tex., moves into McLendon Bldg., 500 Lovett Blvd., this week. The 16,000 sq.-ft. building cost $500,000 to construct. KILT is owned and operated by The McLendon Corp.

- KRON-FM San Francisco resumes regular operations this month, Harold P. See, general manager, announces. The station will feature classical and semi-classical music with frequent newscasts. KRON-FM went on the air in 1947. It suspended operations in December 1954. The station broadcasts on 96.5 mc.

- Newsfilm by WJZ-TV Baltimore showing policemen "twisting a boy's arms and punching his head" has been called as evidence in a case involving the fatal shooting of a police officer.

- ABC Radio Network headquarters, formerly at 7 and 39 W. 66th St., N.Y., have been consolidated in a new building at 77 W. 66th St. Location is across from Lincoln Square, new center for performing arts now under construction.

- National Theatres had a consolidated net income of $362,843 or 13 cents a share for the quarter ended Dec. 30, 1958 (first quarter of the company's fiscal year), John B. Bartero, president, reported to stockholders last week. Consolidated net for first quarter of the previous year was $65,401 or 2 cents a share. Report does not isolate income from WDAF-AM-TV Kansas City, acquired last May. Mr. Bartero does comment, however, that following the "overwhelmingly favorable vote" of a special stockholders meeting (BROADCASTING, Jan. 12), National Theatres is seeking government clearances needed to proceed with its plans to acquire a controlling interest in National Telefilm Assoc., which also owns WNTA-AM-TV Newark and KMSP-TV Minneapolis-St. Paul.

- WWCO Waterbury, Conn., has disaffiliated from the Yankee Network, becoming an independent.

- U. of Southern California has started a course in radio-tv law. Dixon Q. Dern, attorney for CBS in Hollywood, conducts the class, covering legal aspects of broadcasting.

Sponsored editorials that paid off

Editorializing paid off for WSJV (TV) Elkhart-South Bend, Ind., when the alternate sponsors of its Sunday evening opinion show, *The Jack Scott Report*, renewed for another 13 weeks.

Paul Brines, vice president and station manager of WSJV, admits that when the program went on the air he had misgivings, which were quickly dispelled when the St. Joseph Valley Bank, Elkhart, and J.E. Walz Inc., South Bend appliance dealers, renewed the program, seen Sundays, 6:30-7 p.m. EST.

Explains John Walz, vice president of Walz, "We're a hard sell outfit, and we took a chance on this kind of program. Now we're ready to renew it because we get so many compliments on our willingness to get into this kind of show."

Lewis Armstrong, president of St. Joseph Valley Bank, admits, "We are amazed at the response; we have people coming into the bank just to disagree with the program."

The show's idea was originated by John F. Dille Jr., president of the Truth Publishing Co. and WSJV, who feels that it has brought new prestige to the station. Mr. Dille occasionally substitutes for Jack Scott, who is a vice president of the company.

Dealing primarily with controversial local subjects, *The Jack Scott Report* includes a round-up of the weekend news, a late sports summary and the closing prices of leading stocks. Prior to the editorial, the sponsor is protected with a disclaimer in which the station assumes complete responsibility for the comments expressed.

WSJV solicits opposing viewpoints from competent spokesmen following each show in accordance with FCC regulations although Mr. Dille feels that the Commission's policy on editorializing "does not encourage the practice on the part of local broadcasters."

Spot Perfection
—"Live"

Mr. George Gould, President
NTA's Telestudios, Inc.
New York

"Agencies and advertisers that use our production facilities demand all the here-and-now intimacy, the depth, the dramatic impact of live delivery — plus the perfection and protection of pre-recording. That's why Norman, Craig & Kummel, Inc. came to us for Videotape* recording of the Speidel Corporation's watch band sales messages."

AMPEX
CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

CBS-TV UNVEILS 'VIDEOSCENE'

Device swells tiny sets to full size backgrounds

A device hailed as opening the way for virtually unlimited settings and scenic effects in live television studio productions was announced and demonstrated by CBS-TV last week.

The new electronic camera system blends live action with miniature sets, photographs or motion pictures to produce a television picture in which the performers appear to be moving in "life-size" settings. Called "VideoScene," it was to be used publicly for the first time last night (Feb. 8) on the *Ed Sullivan Show*.

At a demonstration for newsmen last Thursday, four miniature sets—models of a Japanese garden, of the entrance to the Plaza Hotel, an Old West street scene, and a waterfall effect—occupied a corner of the stage in the Sullivan show studio. E. Carlton Winckler, CBS-TV director of production operations, said any one of them, if built to normal size, would require a studio four times as large. Here's how the system works:

Explanation • One camera focuses on the miniature set, another on the actor working against a bare background made of a special light reflecting material. The master camera, covering the actor, has two picture tubes: one photographs the actor against the reflective background, the other produces a silhouette of the actor and blacks out the background. These signals and the one from the satellite camera, covering the miniature set, feed into the keying amplifer and are blended into a single composite picture for the tv screen. The cameras are linked by a servo system which synchronizes movements so that when the master camera pans, tilts or zooms, the satellite does too. Thus actor and background are always matched.

CBS-TV authorities described the system as different from ordinary "supering" in that the VideoScene "keys out" the portion of the background picture behind the actor—he isn't transparent, as in the usual superimposing process.

"The VideoScene is an entirely new concept," the announcement said. "Up to the present, matting systems in television have had very limited use. The reason is that it hasn't been possible to move the cameras. If either the background or actor's camera moves, the composite picture falls apart and the actor flies off into space. With the VideoScene it is no longer necessary to lock the camera and freeze on a static shot. Cameras can pan and follow the action and go in for a tight spot or pull back for a wide shot. This takes electronic matting out of the special effects category and makes it a practical production tool."

Cowan Appraisal • CBS-TV Network President Louis G. Cowan saw the development as a hurdle over "serious" limitations in studio production.

"Only a few years ago," he said, "the presentation of drama on television, for example, was seriously limited as to the number of sets, the size of sets and the difficulty of quickly transferring the actors from one scene to another in a live presentation. Through the use of the VideoScene it now becomes possible to implement the creative talents of television so as to reproduce practically anything the script demands."

He called the development a "fine example of creative thinking" and singled out Edward Saxe, operations vice president; Mr. Winckler, and Paul F. Wittlig, manager of production development, for special credit.

Mr. Winckler noted that the VideoScene makes available for live studio television a wealth of story material that in the past could not be used because the necessary settings could not be reproduced within the confines of a studio.

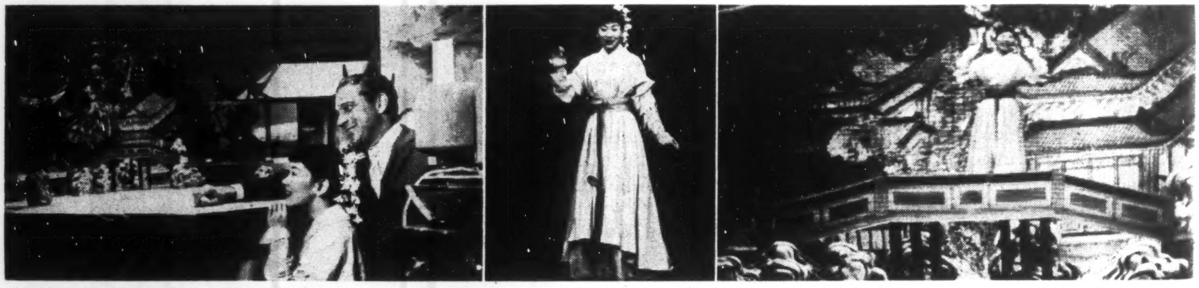
The new device also is expected to cut costs—through the elimination of storage and moving of full-sized sets in many cases, and by enabling CBS-TV to build up an inventory of adaptable miniatures, still photographs and motion pictures and thus expand available resources without the need for additional space. But it was noted that preparation of miniatures is "not uncostly in itself." The "essential purpose," authorities said, is to help provide programs "with ever greater scope by expanding the capabilities of live studio operation."

Not in Production • Officials said the present unit was hand-made and is not now regarded as a quantity production item, but that some refinements have been designed and will be incorporated "in production models we hope to have in the future." They said the unit is "readily" adaptable for color tv.

It may be used for commercials as well as in programming. At the demonstration CBS-TV showed a sample—a man with a bowl of breakfast food bigger than he was. "The range of special effects possible with VideoScene is truly without limit," CBS-TV reported.

The reflective material against which the live actors perform was developed for CBS-TV by the Reflective Products Div. of Minnesota Mining & Mfg. Co. The function of the reflected light is to "black out," for the tv screen, the matting background which is behind the actors.

In the demonstration Miyoshi Umeki, Japanese singing star, went through the production she was to present on the Sullivan show last night; in appearance on the screen she was singing as she walked through a Japanese garden. Johnny Cash, country music singer, and vocalist Trudy Adams, both also slated for VideoScene appearances on the Sul-



Miss Umeki, 'Sullivan' co-producer Marlo Lewis inspect tiny setting which is blended in VideoScene with Miss Umeki against black, producing final effect.

livan program, participated in the demonstration.

As of last Thursday CBS-TV spokesmen said the home audience of the Sullivan program would not be told that a special device was being used.

Jubilee shareout

Everyone connected with ABC-TV's *Jubilee, U.S.A.* now owns a piece of its sponsor, Massey-Ferguson Inc., farm equipment manufacturer.

Benefactor of the some 120 personnel (one share of common stock apiece) is Crossroads Tv Productions Inc., which produces the show. The move is expected to heighten employes' interest, thus making the program "better than ever."

Value of the stock (about $13 a share) is posted on a backstage blackboard and closely watched by *Jubilee* personnel, some of whom are said to have begun independently to increase their holdings in the company.

Guild hearing delayed

Judge William C. Mathes of U.S. District Court in Los Angeles Thursday (Feb. 5) postponed hearing petitions for injunctions pending trial in two suits against Guild Films Co., for a few days, to allow time to determine whether or not his court has jurisdiction. The suits charge breach of contract and wrongful conversion by Guild in connection with two tv series, *The Liberace Show* and *Life With Elizabeth*.

Liberace's International Artists Ltd. and Don Fedderson's Tido Productions are co-plaintiffs in the suit over *The Liberace Show* which asks $200,000 damages for breach of contract. Betty White, star of *Life With Elizabeth*, George Tibbles and Tido Productions, operating as a partnership under the title, Bamby Productions, are plaintiffs in the second suit, in which $50,000 damages is asked.

Schubert in live field

The re-entrance of Bernard L. Schubert Inc., tv film producer-distributor, into the live tv production field was announced last week with the re-activation of *Blind Date*, a program Schubert packaged for ABC-TV in 1949 (Closed Circuit, Feb. 2). Mr. Schubert said the program will be offered for network sale as a daytime vehicle. In recent years, the Schubert company has been concentrating solely on the production and distribution of filmed programming.

NBC-TV shuffle moves Steve Allen

NBC-TV last week formalized a new shuffle of nighttime programming. The rescheduling pits the entire *Steve Allen Show* against *Maverick* on ABC-TV. On March 15, *Allen* goes into the 7:30-8:30 period on Sunday nights and gets a half-hour jump on CBS-TV's *Ed Sullivan*.

When the *Allen* show moves, RCA, via Kenyon & Eckhardt, will underwrite its alternate week. Currently the program has four sponsors, Hazel Bishop, Greyhound, DuPont and Mutual of Omaha. NBC-TV has picked up its option for the program for the next fall season.

The shift leaves the Sunday 8:30-9 p.m. slot open, and will bump *The Music Shop* starring Buddy Bregman out of the 7:30 spot and off the network nighttime schedule.

In the Tuesday lineup effective March 31, NBC-TV drops the George Gobel and Eddie Fisher alternating 8-9 p.m. programs. Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, will sponsor a new Tuesday, 8:30-9 p.m. program starring singer Jimmie Rodgers, while the same firm for its Chesterfield cigarettes, through McCann-Erickson, will sponsor an alternate week of *Pete Kelly's Blues* (a melodrama about the Kansas City jazz era produced by Jack Webb).

Kraft Foods Division of National Dairy Products, Chicago, and its agency, J. Walter Thompson, New York, meanwhile, were reported close to obtaining Perry Como's signature on a contract that would initially tie the star to Kraft for a two-year period.

Kraft at present has Milton Berle in the first half hour of the 9-10 p.m. period followed by the filmed *Bat Masterson* which Kraft sponsors with sister Sealtest Div.

A decision is expected this week. Mr. Como at present has a contract with NBC-TV that precludes his performing with any other network. Since Kraft proposes to place the singer in the advertiser's regular Wednesday, 9-10 p.m. period on NBC-TV next fall, this move would not conflict with the Como-NBC-TV pact. The network, however, reportedly was resisting the proposal as it would take the star out of a key Saturday night anchor spot in NBC-TV's program roster.

ABC Films new dept.

ABC Films Inc., has established a merchandise licensing department to handle franchises for several of its properties. The company has merchandising rights for *26 Men, The People's Choice, The Musketeers, Sheena, Queen of the Jungle* and *The Adventures of Jim Bowie*.

The new department is not to be confused with ABC Merchandising Inc., which handles ABC network properties. Donald E. Willman, client service manager, heads the new department.

Buckeye echoes trend in N.Y. film merger

The trend toward mergers and absorptions among film companies in 1959 (Broadcasting, Feb. 2) was exemplified last week when the Buckeye Corp., Springfield, Mo., announced it had acquired Pyramid Productions, New York, a tv film production company; Flamingo Telefilm Sales, a distribution organization, and property rights in five tv film series held by Essex Universal Corp., New York.

The acquisitions represent a diversification move for Buckeye, a manufacturer of farm implements and glass incubators. The effect of this action will be to group together Pyramid and Flamingo Telefilm Sales under one roof; Flamingo has served as distributor for Pyramid properties as well as for the Essex Universal series, including *O.S.S.*, *Grand Ole Opry* and western serials.

Pyramid has produced such properties as *The Big Story, Decoy* and *Treasury Men in Action*, and currently has a 39-episode series, *Deadline*, in production. Flamingo Telefilm, in addition to its current distribution contracts, also owns property rights in feature films for tv and theatre distribution and several tv serials, including *Citizen Soldier*.

Money Matters • Essex Universal will receive $1 million for the property rights to its series, plus certain contingent payments in cash and preferred stock based on future earnings of the properties involved. The financial details of Buckeye's arrangements with Flamingo and Pyramid were withheld pending approval of the Securities & Exchange Commission.

Pyramid Productions is headed by Leonard Loewinthan, president, and Everett Rosenthal, executive vice president. Flamingo is directed by Herman Rush, president, and Ira Gottleib, vice president and treasurer. These executives will continue in their present posts, and the corporate entities will remain until "basic management decisions are made as to the most effective method of corporate administration," a spokesman said.

It was reported that Buckeye will provide both Flamingo and Pyramid with capital to expand their activities. Buckeye spokesmen said the company hopes to acquire another organization that is active in the production of tv film commercials and industrial and educational films.

COLLEGE FOOTBALL

NCAA sees no pay tv in immediate future

The National Collegiate Athletic Assn. is expected to retain its familiar national-regional pattern for 1959 football telecasts, in view of preliminary action taken by its tv committee last week.

The new group, meeting in Chicago's Conrad Hilton Hotel Feb. 3-5, has completed provisional voting on various parts of the 1959 football tv control plan but delayed final approval pending additional meetings Feb. 16-17.

Walter Byers, executive director of NCAA, announced Thursday the committee is in "substantial agreement" and added the 1959 controls "undoubtedly will be quite similar" to the 1958 plan. General framework for control was authorized by the membership of NCAA's 53d annual convention in Cincinnati last January.

If the program materializes as indicated last week, it will once again call for nine national network and four "intra-district" or regional telecasts, and presumably a prohibition against more than six teams in any one NCAA district participating in national telecasts, plus other holdover features (BROADCASTING, Feb. 17, 1958).

Pay Team • Again toll tv advocates had their inning with the tv committee, either in person or by other communication. Only actual presentation during "hearings" was given by Ted Leitzell, public relations director of Zenith Radio Corp., in behalf of its Phonevision. NBC was represented by Tom Gallery, sports director.

Bob Hall, who was to have represented Skiatron Electronics & Television Corp., was unable to attend but telephoned his report to the committee. Mr. Hall reportedly told the group Skiatron is optimistic about getting into limited pay tv (by wired circuits) operations in certain Pacific Coast cities this fall. His comments were viewed by some committee members as important only insofar as they bear on that part of the language in the 1959 plan dealing with toll tv. They see no immediate role for toll tv in NCAA football in terms of next fall—or perhaps even in 1960.

The new tv committee reviewed the report and recommendations of its predecessor 1958 group and also established its administrative organization and procedures. Once the plan is finalized, it is certain to encounter opposition again from the Big Ten, which favors each conference negotiating its own tv contracts, and from the U. of Notre Dame. Under NCAA programs the past four years, member schools have been permitted to appear twice on tv—once each on network and regional or twice regionally.

Earlier Howard Grubbs, dist. 6 (Southwest Conference) representative, was named chairman of the NCAA tv committee and Asa S. Bushnell, member-at-large, Eastern College Athletic Conference, was reappointed tv program chairman, a post he has held for the past several years. Mr. Grubbs succeeds Rix N. Yard, Denison U., small college, (east), as chairman.

Lineup • Other committee members are William J. Flynn, Boston College, dist. 1; Robert J. Kane, Cornell U., dist. 2; James J. Corbett, Louisiana State U., dist. 3; Paul W. Brechler, U. of Iowa, dist. 4 (replacing Douglas Mills, U. of Illinois); Norvall Neve, Missouri Valley Conference, dist. 5; Charles A. Taylor, Stanford U., dist. 8; Rix N. Yard, Denison U., small college (east); Leroy B. Hughes, California State Polytechnic College, small college (west), and Walter Byers, NCAA executive director and member-at-large. Mr. Mills, Illinois athletic director, resigned during the NCAA national convention in Cincinnati last month, charging that NCAA is seldom sympathetic to suggestions from the Western Conference (Big 10) on football tv policy.

Aside from NBC, Zenith and Pacific Coast Conference representatives who attended NCAA "hearings" last week, the tv committee also acknowldeged an expression of views from International Telemeter Corp., McCann - Erickson, the Big 10, *Sports* magazine, and the Universities of Minnesota, Wyoming and Denver. Once again, the Western Conference favors removal of all restrictions except its own proposal to limit any one individual NCAA member-team to three tv appearances (national and/or regional).

NCAA committee members did not identify the McCann-Erickson executive who represented the agency as going on record favoring last year's NCAA football program in essence. U. of Minnesota representatives reportedly discussed the situation involving its owned-and-operated KTCA-TV, which last year was permitted to televise the University's games even within the 50-mile so-called "blackout" area. Non-commercial, educational outlets were given this right under the 1958 program where such coverage was not deemed a hardship on attendance.

In response to a question at Wednesday's news conference, Mr. Grubb felt that, since "we never had a problem" with toll tv, he could not say whether NCAA would be any more receptive this year to pay-as-you-see television overtures. Mr. Byers added that NCAA never had been confronted with a specific offer from toll tv interests.

Integration debate

NBC-TV scheduled a special program yesterday (Feb. 8) from 6-30-7 p.m. for debate on the issue of school integration in the South.

The telecast follows protests of an editorial by tv commentator Chet Huntley at the end of a one-hour program Feb. 1, titled *The Second Agony of Atlanta*. Mr. Huntley suggested that the racial climate in the South might be improved if the NAACP and "militant Negro leadership" withdrew from the battle against segregation. The NAACP insisted that NBC-TV give the organization "a full hour" to reply to the editorial.

NBC-TV subsequently suggested a special, half-hour program, giving two sides of the question. The NAACP agreed to participate even though it still preferred to have a program of its own. Scheduled to appear on yesterday's program were Roy Wilkins, executive secretary of the NAACP, and Thomas R. Waring, editor of the *Charleston* (S. C.) *News and Courier*.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

Feb. 9-13, 16-19 (2-2:30 p.m.) **Truth or Consequences**, participating sponsors.

Feb. 9-13, 16-19 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

Feb. 9, 16 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell.

Feb. 10 (8-9 p.m.) **Bell Telephone Hour**, Bell Telephone through N. W. Ayer & Son.

Feb. 11, 18 (9-9:30 p.m.) **Milton Berle Starring in Kraft Music Hall**, Kraft Foods through J. Walter Thompson.

Feb. 11 (10-11 p.m.) **An Evening With Fred Astaire**, Chrysler through Leo Burnett.

Feb. 12 (9:30-10 p.m.) **Ford Show**, Ford Motors through J. Walter Thompson.

Feb. 12 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Feb. 13 (7:30-8 p.m.) **Northwest Passage**, Helene Curtis through Edward H. Weiss.

Feb. 13 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

Feb. 14 (8-9 p.m.) **Perry Como**, participating sponsors.

Feb. 15 (7:30-8 p.m.) **Music Shop Starring Buddy Bregman**, sustaining.

Feb. 15 (8-9 p.m.) **Steve Allen Show**, Greyhound through Grey Adv., Hazel Bishop through Raymond Spector.

Feb. 15 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

Feb. 17 (8-9 p.m.) **Eddie Fisher Show**, Liggett & Myers through McCann-Erickson.

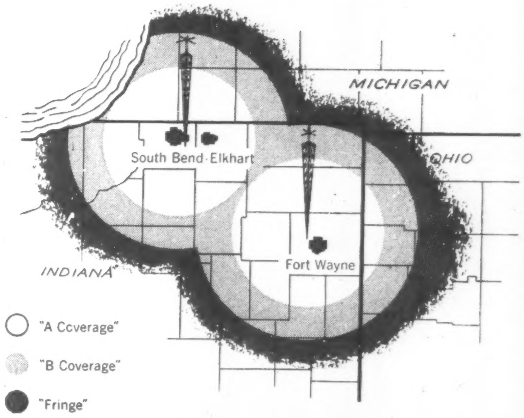
YOU NEED TWO TO REALLY GO in Indiana!

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

NOW
ONE BUY
delivers both —
AT A 10%
SAVINGS!

Advertisers anxious to gather speed in Indiana, ride double into this lively sales place. They sweep across *two* major markets — Fort Wayne and South Bend - Elkhart — on *one* combination fare which saves 10%. They thus "cut the ice" in a rich interurbia of 340,000 TV homes — bigger than T. A.'s 43rd market*. Over 1,688,000 people — more than Arizona, Colorado or Nebraska. Effective Buying Income, nearly $3 billion — and it's yours with just *one* budget-saving buy!

*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.


MICHIGAN
South Bend-Elkhart
OHIO
INDIANA
Fort Wayne
○ "A Coverage"
▨ "B Coverage"
● "Fringe"

call your **H-R** man now!

wsjv 28 ABC
SOUTH BEND ELKHART

wkjg 33 NBC
FORT WAYNE

More Shirley Temple

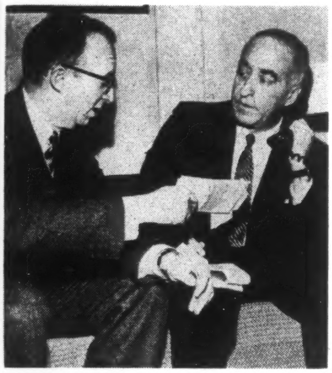
NTA Film Network has announced a new weekly series of Shirley Temple feature films to start April 5 on 63 stations of the network. Series of eight 20th Century-Fox films, entitled *Shirley Temple Spring Specials*, is the third series of first-run Shirley Temple films presented by NTA. Previous tv runs were in 1957 and 1958. Titles in the new series, with two as yet unannounced, include "Just Around the Corner," "Dimples," "Baby Takes a Bow," "Bright Eyes," "Poor Little Rich Girl" and "Little Miss Broadway."

Talk shows on WBC

Westinghouse Broadcasting Co., New York, announced last Thursday (Feb. 5) that its five owned and operated tv stations will carry, in prime time, two half-hour discussion programs, *Youth Wants to Know* and *The American Forum of the Air*, on a once-a-month basis, starting the week of Feb. 23.

The tv shows and separate radio programs of the two series will be taped for syndication to other stations, and will be available for commercial sponsorship. The radio programs will be carried on WBC's six stations on a weekly basis.

Veteran producer Theodore Granik will serve as host for the programs, which will originate at WTTG (TV) Washington (both WTTG and WNEW-TV New York, owned by the Metropolitan Broadcasting Co., will carry the telecasts).



Talking about 'talk' programs • Richard Pack (l), Westinghouse Broadcasting Co. vice president—programming, and producer Ted Granik discuss plans for their upcoming shows, *Youth Wants To Know* and *American Forum of the Air*, including radio-tv syndication of programs to stations other than WBC outlets.

WHOM

TOP-RATED STATION
IN NEW YORK'S SPANISH HOMES

91%***

OF THE TIME

* * * Pulse
November 1958

WHOM

136 W. 52nd St., New York
Circle 6-3900

Murrow for editorials

Edward R. Murrow, CBS commentator, appeared on *The Press and the People* over WGBH-TV Boston, noncommercial-educational station, last Thursday (Feb. 5) and suggested that networks "should add an editorial column to their daily programming and reserve more prime tv time for informative programs."

Radio and tv editorials "would stimulate more serious consideration of national issues," Mr. Murrow said, adding: "The fact there is no tradition of editorializing in radio and television seems to me no reason why it should not be attempted."

Mr. Murrow recommended that occasionally there should be "programs of an informative nature during prime hours." He expressed the belief "it would be good business for the corporations because I do not believe that most corporate heads want the so-called corporate image to consist of talking horses and dancing cigarettes.

News privilege bill

A bill to protect radio, tv and other news reporters from disclosing source of information was introduced in the Illinois state legislature in Springfield Wednesday (Feb. 4).

The measure filed in the House would apply to reporters for broadcasting stations, newspapers and press associations. They would be protected on news sources involving court trials or probes, grand juries, legislative committees, county or municipal bodies, and state commissions, departments and bureaus.

The bill, introduced by Rep. Michael F. Zlatnik (R-Chicago) and numerous co-sponsors, was acknowledged to be inspired by the 10-day contempt-of-court sentence of Marie Torre, *New York Herald Tribune* tv columnist.

• Program notes

• An increase of 21 cents an hour in wages and fringe benefits will be paid by producers of motion picture and tv films to members of IATSE's 21 local unions under terms of a new two-year contract, effective as of Jan. 31, 1959. Increase reportedly is divided: 15 cents an hour in straight wage increases, 6 cents in such benefits as health insurance, increased life insurance (from $1,000 to $2,500) and increased payments into the industry pension plan. Union can reopen the contract on the issue of wages only at times the Bureau of Labor cost of living index rises 5% or more above the Jan. 15, 1959, point. Neither videotape nor pay tv is covered in the new pact, nor is there any mention of the offer of the picture pro-

Question:

Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

☐ **Keystone's complete station list, or**
☐ **Details on Keystone's farm market coverage**

write or wire today!

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

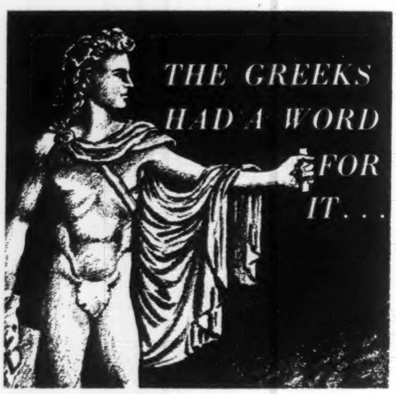
Keystone Broadcasting System, Inc. B2
111 West Washington St., Chicago 2, Ill.

☐ Please send me copy of up-to-date Farm Market Analysis.
☐ Keystone's entire station list.

Name________________________________

Address______________________________

City________________State__________Zone_____



THE GREEKS HAD A WORD FOR IT . . .

ΦΩΣ and ΑΛΗΘΕΙΑ

APOLLO Light and Truth

APOLLO was considered to be "the most Greek of all the gods" and even by today's standards, he would be considered quite a hunk of man—handsome, sophisticated, cultured—but why go on, let's just say he had many excellent characteristics attributed to him. The Greeks called him the God of Light and Truth. Whenever the Greeks wanted to know the truth, they always went to Apollo's shrine at Delphi, and the oracle there came up with the right answer.

Today's advertisers and time buyers want to know the truth too, so if you are in the dark about selecting the best radio station in Cincinnati to sell your product, let us enlighten you—IT'S WCKY, and truthfully, here's what you get:

1. **Adult audience—73% of WCKY's audience is composed of housewives who control the family purse and spend the major portion of family income.**
2. **50,000 Watts of Selling Power, covering all of the Cincinnati trading area.**
3. **Good music and news 24 hours a day.**
4. **Air salesmen who *sell* your product.**
5. **A prestige station with progressive management.**

. . . . . . So don't go to Apollo's shrine at Delphi, just consult our oracles: Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who will shed some Light on your problem and tell you the true story about WCKY and its power to sell your product.

WCKY
50,000 WATTS OF SELLING POWER

Cincinnati, Ohio

ducers to put up $250,000 for a job analysis study if IATSE would extend the former for a year.

• Consolidated net profit of Walt Disney Productions and its domestic subsidiaries for the 14-week quarter ended Jan. 3, 1959, was $629,838 (or 40 cents a share), compared with 13-week first quarter earnings of $527,684 (34 cents a share) for the previous year.

• California District Court of Appeals in Los Angeles last week upheld a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions giving Commodore first option on the tv rights to Tarzan, rejecting an appeal of Burroughs to void this contract. In violation of this agreement, Commodore officials said, Burroughs in 1955 granted exclusive tv rights to Sol Lesser Productions. In 1957 Commodore filed suit for $10 million damages against Burroughs, which is expected to go to trial next summer.

• Telenews, N.Y., Hearst Metrotone's daily newsfilm service, announces addition of WNBQ (TV) Chicago to its client list. New markets signed outside U. S. include CMAB-TV Telemundo, Havana, Cuba; Tv Rio, Rio de Janeiro, and KUAM-TV Agana, Guam.

• Jayark Films Corp., N.Y., reports the *Bozo The Clown* cartoon package has been sold in a total of 72 markets, with latest purchases by WPIX (TV) New York, KTLA (TV) Los Angeles, WSBT-TV South Bend, WBEN-TV Buffalo, KONO-TV San Antonio, KVAR (TV) Mesa-Phoenix, KING-TV Seattle, and KIMA-TV Yakima.

• NBC-TV reports new half-hour domestic comedy series, *The Jacksons*, starring Joan Blondell and J. Pat O'Malley, started filming Friday (Feb. 6) at Desilu Studios, Hollywood. Series, created and produced by Jess Oppenheimer, may appear on NBC in the fall.

False stringer

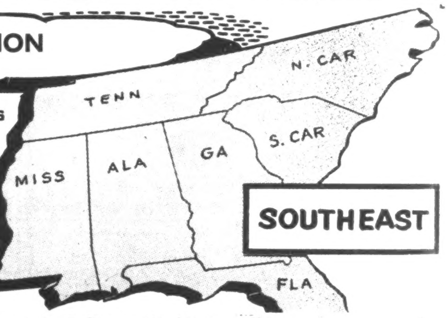
A 10-year-old Washington D.C., boy was charged Jan. 2 with making five false fire alarm in order to collect a reward from WWDC there which pays fo news tips. The station says it ha no record of paying the boy.

• Between one-fourth and one-third of the audience of ABC's "Tschaikovsky Story" on *Walt Disney Presents* Jan. 30, rearranged their radio-tv sets to hear the sound portion in three-way stereo, ABC reported last week. Officials said a special Trendex 20-city poll showed 29% of the audience took advantage of the stero simulcast. The Trendex rating: 21.5 and 37.3 share of audience. Program was sponsored by Hill Bros., Hudson Pulp & Paper and Kellogg.

• Banner Films Inc., N.Y., reports the sale of its *Judge Roy Bean* half-hour tv film series to WNEW-TV New York, KTVR (TV) Denver, WSIL-TV Harrisburg, Ill., and KCIX-TV Nampa, Idaho.

• Capitol Records Inc., Hollywood, announces start of construction of new manufacturing and office facilities. The existing factory and warehouses will be renovated, and a two-story office building will be erected, involving expenditure reportedly in excess of $400,000. Capitol expects the modernization of the present factory to be completed this April with new offices scheduled for occupancy in July.

• Gross-Krasne Inc. has purchased *Impulse*, series of tv programs created by actress Maria Palmer, for spring production at California Studios. Jack Gross will probably produce the series, based on case histories of court psychiatrists assigned to check on the sanity of accused persons. Gross-Krasne-Sillerman will distribute the series.



RADIO STATION

NATION-WIDE
NEGOTIATIONS · FINANCING · APPRAISALS

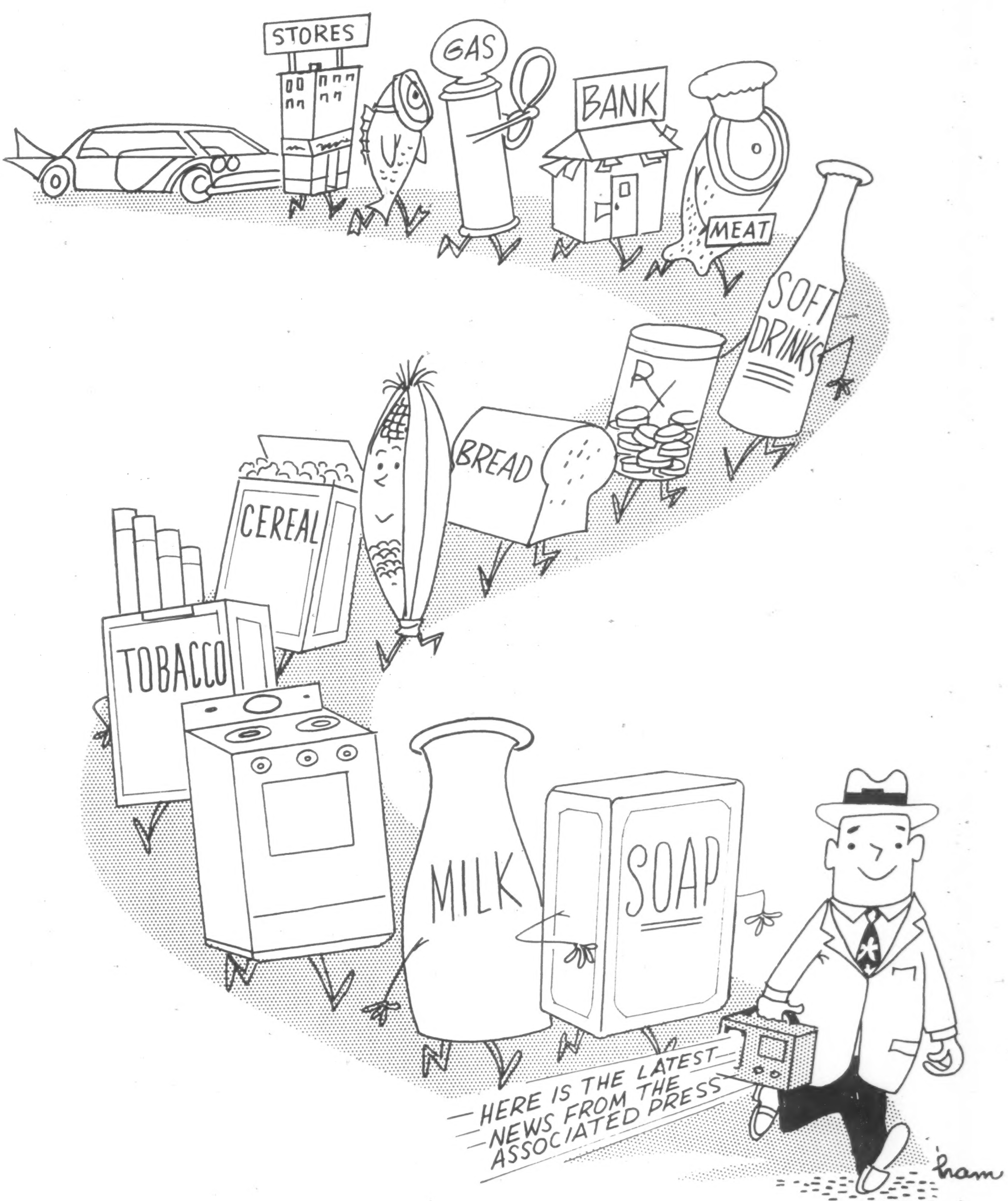
Southern Metropolitan Market on Gulf Coast 24-hr. regional. Price $175,000. $55,000 down, balance over reasonable time. Seller wants immediate action.

Contact the Dallas or Washington office.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS · RADIO AND TELEVISION STATIONS · NEWSPAPERS

• WASHINGTON, D. C. 1737 De Sales St. N. W. EXecutive 3-3456 • DALLAS 1511 Bryan St. Riverside 8-1175 • SAN FRANCISCO 111 Sutter St. EXbrook 2-567


STORES
GAS
BANK
MEAT
SOFT DRINKS
Rx
BREAD
CEREAL
TOBACCO
MILK
SOAP
HERE IS THE LATEST NEWS FROM THE ASSOCIATED PRESS
ham

Sponsors Follow AP News

1959's FIRST

NIELSEN

shows that of the three networks, ABC-TV is No. 1 most nights of the week, and has the most programs in the Top Ten.

National Nielsen Average Audience I January Report, 1959.

ABC TELEVISION

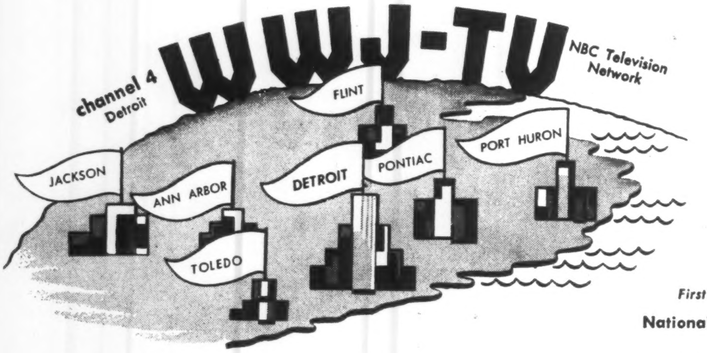
BELIEVABILITY

PAYS OFF HERE

In the drug store, products advertised on WWJ-TV are more apt to get attention, more likely to be purchased.

The reason? WWJ-TV adds an extra measure of *believability* to your advertising. People in southeastern Michigan have faith in WWJ-TV, recognize its leadership, appreciate its high standards.

Give your spring campaigns this big advantage. Buy WWJ-TV, Detroit's Believability Station.


channel 4
Detroit
WWJ-TV
NBC Television Network
FLINT
PORT HURON
JACKSON
ANN ARBOR
DETROIT
PONTIAC
TOLEDO

ASSOCIATE AM-FM STATION WWJ

First in Michigan • Owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

PERSPECTIVE '59

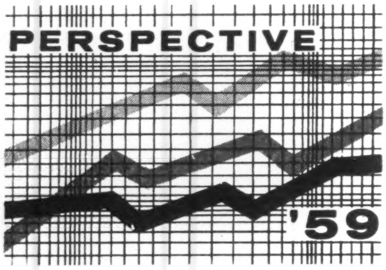
THE CURVES START CLIMBING

Now that it is over, economists have begun to call it what it was, a depression. Compared with the cataclysm of the Thirties, it was no more than a jiggle on the charts. But it struck suddenly, like a muscle spasm near the heart, and for the first time in many years the U.S. economy experienced fear.

Whatever the reasons for the jiggle and whatever the complex play of forces that corrected it, there is every sign that the U.S. economy has recovered its equilibrium and nerve. Nobody is predicting that 1959 will be a boom year; indeed nobody wants a boom in the speculative or fast-buck sense of the word. But most business forecasters are agreed that 1959 will see full recovery from the depression of 1958 and then some.

For advertising there is a special mission in 1959 and in the years to follow. It was a mission not too well performed in 1958. Advertising's job is to elevate the U.S. standard of living which means expanding the public's consumption of services and goods. In 1958, advertising tended to follow the downward curve of general business. In 1959 and beyond, it must lead the upward curves if consumer demand is to advance with the nation's production capacity.

The two advertising vehicles with the longest reach and greatest persuasiveness are television and radio. On them, to a large extent, will be the responsibility of creating consumer wants and needs. The ensuing articles seek to tell how broadcasting reacted to the jiggle on the charts and how it will contribute to the new economic upswing.



1958 RECORD: HOW RADIO-TV RAN AGAINST THE STREAM

Television and radio did much better in 1958 than most other kinds of business.

But neither did as well as it had the year before.

For television, that statement requires further explanation. As it has every year of its existence, television set a new dollar record in 1958. But its rate of expansion was perceptibly slower than it had been earlier. Television time sales in 1958 were almost $900 million. The figure was 3.6% higher than the record of 1957, but the percent of gain was the least in the medium's short and spectacular history.

Radio time sales in 1958 flattened out at just under the 1957 level. But the 1957 level was an all-time high, and 1958 volume was the second highest in the 24 years of recorded radio financial history. Radio time sales last year were $531.6 million, a 1.1% decline from 1957.

These are BROADCASTING estimates of net time sales after all frequency and promotional discounts but before deduction of commissions to agencies and station representatives. They are comparable to the net time sales records compiled annually by the FCC. The FCC report for 1958 will not be issued until late in 1959.

Television • The deceleration in television's expansion first became noticeable in 1957. By that year the majority of new television stations granted after the FCC issued its tv allocations in 1952 had gone on the air. During that year the depression which was to bottom out in 1958 had begun. Total television time sales in 1957 were only 5.5% bigger than they were in 1956. The 1956 volume had been 20.8% bigger than the volume of 1955.

The importance of networking in the tv economy continued in 1958 to be emphasized in the time sales records of the medium. Tv network time sales ($414 million) were more than $100 million bigger than the next highest category of advertising, spot ($307 million), and $237 million bigger than the third category, local ($177 million).

Radio • In the older medium the ratio of local, spot and network is the exact opposite of the ratio in tv. Last year local radio time sales ($311 million) were 6½ times the network volume ($47 million) and nearly twice the volume of national spot ($168 million).

The ratio was roughly the same in 1957 and 1956. With the exception of the year 1957 network radio volume has fallen annually since 1949, the year that television first began to be felt as a national advertising medium. Over the same period both local and spot radio time sales have steadily increased, again except for one year, 1954.

The 1958 BROADCASTING estimates of time sales were compiled from a survey of a large sample of stations according to a formula that has been in successful use since 1935. The statistical information was audited by Sinrod & Tash, certified public accountants. For annual records see tables at right.

TELEVISION TIME SALES 1948-1958

These are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Figures are those officially reported by the FCC except for 1958 which are Broadcasting *estimates. The FCC report for 1958 will not be available until later this year.*

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948 *	$ 2,500,000	....	....	....	$ 6,200,000	....	$ 8,700,000	....
1949	10,796,000	....	$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+68.8	208,595,000	+130.2
1952	137,664,000	+41.1	80,235,000	+34.3	65,171,000	+27.0	283,070,000	+35.7
1953	171,900,000	+24.9	124,318,000	+54.9	88,474,000	+35.8	384,692,000	+35.9
1954	241,224,000	+40.3	176,766,000	+42.2	120,131,000	+35.8	538,122,000	+39.9
1955	308,900,000	+28.1	222,400,000	+25.8	149,800,000	+24.7	681,100,000	+26.6
1956	367,700,000	+19.0	281,200,000	+26.4	174,200,000	+16.3	823,100,000	+20.8
1957	394,200,000	+7.2	296,400,000	+5.4	178,100,000	+2.2	868,700,000	+5.5
1958 †	414,146,401	+5.1	307,768,391	+3.8	177,847,100	—0.1	899,761,892	+3.6

* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

† 1958 figures estimated by Broadcasting.

RADIO TIME SALES 1935-1958

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 [1]	$ 39,737,867	...	[1]........	...	$ 13,805,200	...	$ 26,074,476	...	$ 79,617,543	...
1936 [2]	....	...	....	...	....	...	....	...	....	...
1937	56,192,396	+41.4	$ 2,854,047	...	23,117,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	[2]........	...	28,109,185	+21.6	32,657,349	— 8.7	117,379,459	— 0.6
1939	62,621,689	+10.6	[2]........	...	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940 *	71,919,428	+13.1	1,869,583	...	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	— 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	—12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	— 3.6	5,994,858	—18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	— 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	— 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	—10.0	7,334,000	—13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	— 9.4	5,192,000	—29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	—15.0	4,767,000	— 8.2	120,168,000	— 7.3	247,478,000	— 0.8	451,330,000	— 5.4
1955	60,268,000	—23.6	3,809,000	—20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	—25.6	3,585,000	— 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958 †	47,181,810	— 1.6	3,834,014	+ 3.4	168,714,703	— 0.5	311,904,519	— 1.4	531,635,046	— 1.1

[1] Nationwide and regional networks combined.

[2] Data not available.

* Figures prior to this date not comparable in all categories.

† 1958 figures estimated by Broadcasting.

J. Walter Thompson's senior economist says U.S. production can reach $700 billion in next 10 years . . . But consumption must also increase 50% . . . Population growth alone won't be enough . . . Standard of living must also improve . . . And advertising is the force that must educate people to raise living standards . . .

Interview with

Arno Johnson

BEGINNING OF A 10-YEAR BOOM?

Mr. Johnson, what is the outlook for advertising generally in what we hope is a rising economy?

It is very favorable if we can get a proper understanding of the importance of advertising in the expansion of our standard of living. I don't think that there's been enough general recognition of the educational and activating power of advertising as a part of our rising standard of living.

If we are to reach the goals of production that the economists have set for a period of five to ten years from now, we're going to have to expand, very much more rapidly than most people realize, the standard of living of the American people. The economists seem to be pretty much in agreement that our production must grow to over $700 billion within the next 10 years. That can be possible only with a rapid improvement in living standards.

Are you saying that our standard of living is not high enough?

It's not high enough and it has the opportunity for very considerable expansion over the next 10 years. The opportunity for further expansion is inherent in the productive ability that the American people have shown.

The economists talk in terms of that productive ability. The Rockefeller Brothers Fund report of last April set as a goal for our economy for 1967 a total of $707 billion in production and gave very good evidence of why we could reach that. I have used a more conservative goal of around $700 billion 10 years from now. This is based on the conservative increment of 2% per year in productivity per capita which is only 80% of what we've had for a long period of time. Even that conservative figure would, in 10 years from now with the growth of population to around 209 million, mean that the very minimum level of productive ability would be $700 billion.

What is the current gross national product?

Well, our level of production was around $453 billion in the fall of 1958.

How does that compare with the fall of 1957?

It was well above the $438.9 billion level of Fall, 1957. It had been lower. It got down to around $425.8 billion in the first quarter of 1958.

Let me complete the reasoning a little bit here because I say that the economists are pretty thoroughly agreed on the productive level of over $700 billion that we can and must have 10 years from now if we're going to keep our people employed and utilize our abilities. The thing that they don't talk about, and that I fail to see any of them recognize is what that level of production means to the standard of living of the American people.

If we can produce that much, obviously we're going to have to consume that much, and even after you allow for very substantial increases in the overall needs of government and for plant and equipment that will be needed for that kind of production, it means we're going to have to expand our standard of living by over 50% in that short period of time.

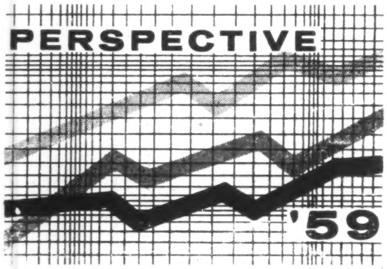
In 10 years' time we're going to have to add about $147 billion to our total level of personal consumption—from $288 billion in 1958 to over $435 billion by 1969. So that brings us face to face with the fact that the standard of living will have to increase in the next 10 years as much as it grew in 200 years from Colonial days to 1939 when we consumed about $147 billions; in terms of 1958 prices. That is a velocity of change beyond anything we have experienced.

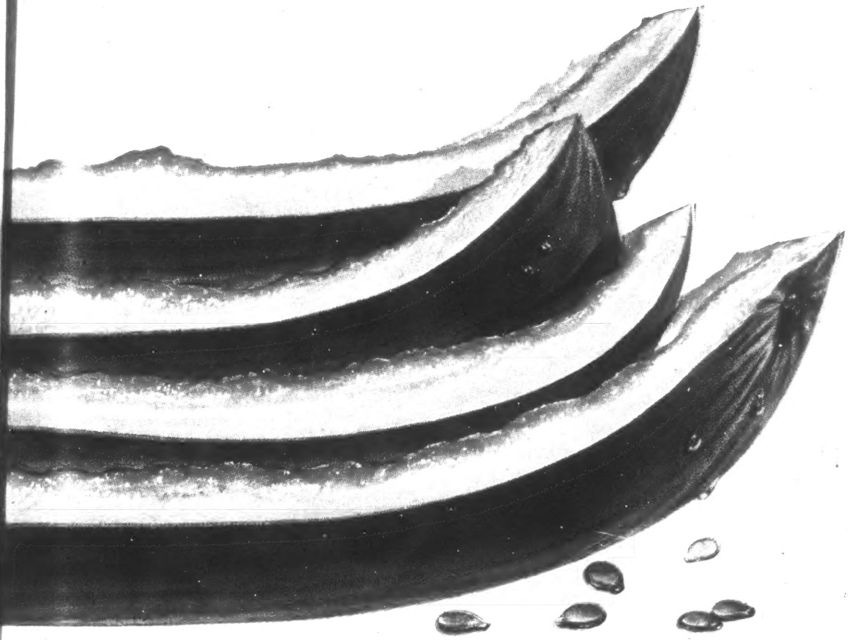
You asked me whether our standard of living is high now. It is high but we're about $30 billion dollars behind where we should have been had we not had this rather self-induced recession—a recession which was brought about to stop inflation.

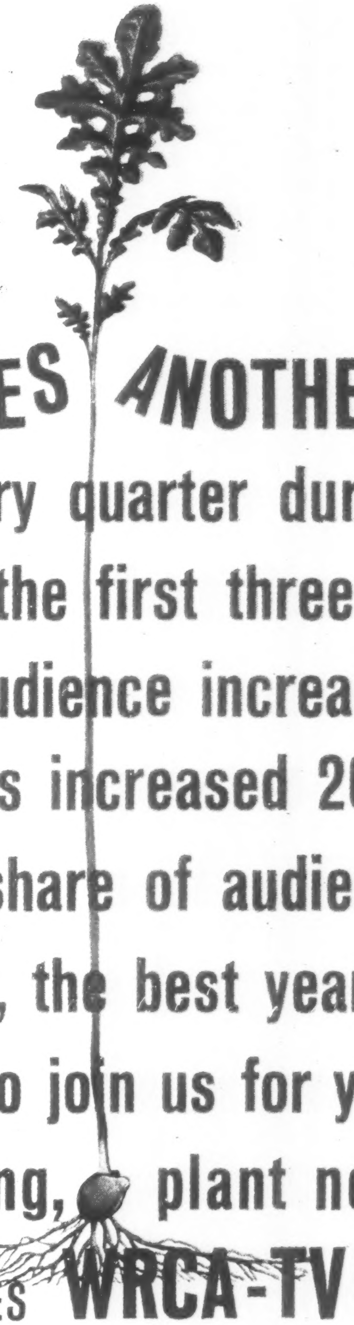
So we start out today with a $30 billion backlog of consumer buying that needs activation right now. That's why I feel that we're not doing nearly as much as we should be doing in the whole area of advertising because it's the education of people up to this better standard of living that their productivity makes possible that we have to count on to reestablish the necessary growth in our economy. Only a part of this increase can be taken care of by population growth.

A third of the 50% increase in personal consumption in the next 10 years could come about through the high rate of growth of population, but the other two-thirds must come about through a change in the basic standard of living of our population which means the building of new concepts—an upgrading of diets, new concepts of what to do with leisure time, new concepts of home life and all these things that we count in as a standard of living.

This means not just the material things that so many think of—the automobile, electrical equipment and other durable goods which represent only 13% of our total standard of living—but when I talk about standard of living I include such things as improved health, and there has been a very greatly increased interest in health. I include recreation and travel. Foreign travel, for example, could increase threefold in the next 10 years if we have a $700 billion economy, and that could have a terrific impact on the whole world economy, as travel can grow to $6.5 billion compared to a little over $1 billion







ONE SWEET YEAR DESERVES ANOTHER!

WRCA-TV made the most of every quarter during 1958. The fourth quarter... like the first three... shattered all records. Share of audience increased 7% over the previous year. Sales increased 26%. For the entire year, WRCA-TV's share of audience was up 9%, sales up 17%. Easily, the best year in WRCA-TV history! Now, it's time to join us for your best year. Don't wait for Spring, plant now!

NBC IN NEW YORK · SOLD BY NBC SPOT SALES **WRCA-TV · 4**

"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programed for service . . . and for sales, and has been making friends in Florida for 31 years.

24-hour service to the Suncoast

WSUN 620 KC

Tampa St. Petersburg

National Rep:
VENARD, RINTOUL & McCONNELL
Southeastern Rep:
JAMES S. AYRES

*NCS 2

today. At $6.5 billions this represents a magnitude one-half of today's total merchandise imports.

Those "scenery dollars" which represent an invisible import could have a very important impact on world relations.

When I talk about an increase in our standard of living I visualize the upgrading of the diet, a change in the diet habits and perhaps a greater use of the protective foods, the animal product foods, the dairy products, items of that sort which are normally considered an indication of a higher level of standard of living.

I visualize increases in education because the whole area of education represents an improvement in standard of living, and increased education has a very direct contribution to increased productivity.

Where is this $30 billion backlog in consumer spending? Is it in savings accounts or places of that description?

It exists in purchasing power, yes.

Is it money that is being utilized for another purpose or is just lying fallow?

It's lying fallow. But don't misunderstand me. An increased expenditure is not in conflict with increased savings as well. That is, as soon as you can activate consumption and come back into the levels of production that are in line with our capacity, it would mean that by the end of 1959 we should have consumer expenditures about $30 billion greater. That would be about $318 billion instead of the $288 billion level in the middle of 1958. By 1960 to get in line with productive ability we should have around $330 billion for similar purposes which is about $42 billion and about 15% greater than now.

Now that much production for consumption would so stimulate the overall level of production, and the need for new plant and equipment which has been lagging very seriously, that you would have increased revenue to consumers sufficient for that increase in consumption and also for further increase in savings; in other words, our savings level in 1959 can go up to around $25 billion dollars from the 1958 level of $20 billion. Accordingly, purchases and savings are not in conflict.

With an advancing standard of living and an advancing demand, you can have both an increase in savings and an increase in expenditures. They're not in conflict with each other although people so often say, "Well, if you're going to spend more, where do you get it from? You only have to take it out of savings." You don't. You take it out of the increased production.

Are there any indications now that steps are being taken to increase production?

Yes, we have had a very definite recovery from the low point of the recession which most statistical indices measured as being in the second quarter of 1958. It's very interesting that when we purposely slowed down our consumption we lowered productivity and experienced increased prices at the same time.

When we took the various measures started in the fall of 1954 through the fall of 1957 to slow down on demand in order to stop inflation, we had a very serious drop in productivity because we found that as soon as you slowed down on demand, productivity dropped. And by 1957, we had really no growth in productivity in spite of the fact that wages were going up and therefore we had a squeeze in profit margins which in itself was an inflationary pressure.

Now as soon as the monetary policies were changed in November 1957 we had, as you know, a very rapid decline in the cost of money and in the various restrictive measures all through the first half of 1958, following which we did have quite a rapid recovery in business. Production has gone up and consumer buying has gone up, and with that increase in consumption we had a com-

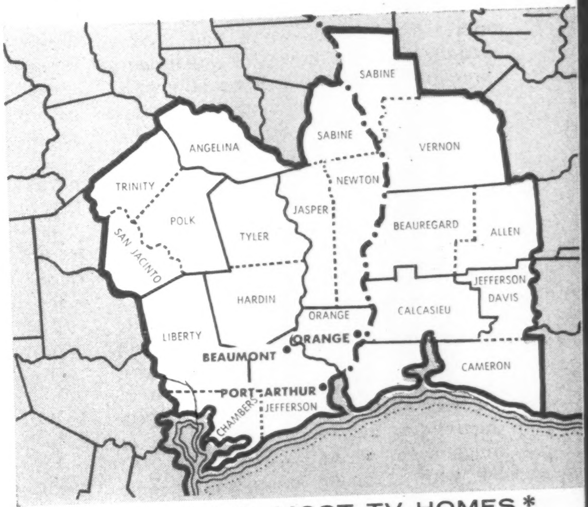
Interview with

Arno Johnson

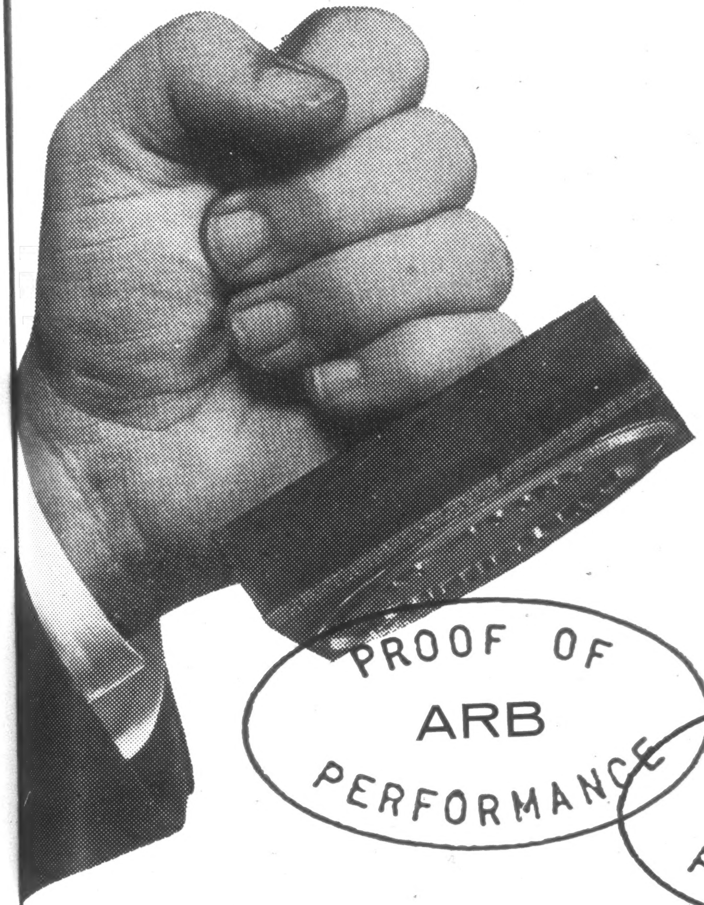
Arno Johnson, vice president and senior economist of J. Walter Thompson, is a man who has kept his finger on the pulse of the nation's business through the years. In addition to being a 32-year veteran of JWT, Mr. Johnson has been president of the Market Research Council and served as vice president of American Marketing Assn. His leadership in marketing earned him the first AMA award in that field in 1945. Other honors: the Michigan State Alumni Award for advancing human welfare (1945); citation to Hall of Fame in Distribution for contributions to the advancement of distribution (1953). Graduated: Staunton Military Academy (1916); Michigan State with B.S. in mechanical engineering (1922); Harvard Graduate School of Business Administration with M.B.A. (1924).

KFDM-TV
CBS
ABC
DOMINATES

BEAUMONT
PORT ARTHUR
ORANGE


SABINE
SABINE
VERNON
ANGELINA
NEWTON
TRINITY
JASPER
POLK
TYLER
BEAUREGARD
ALLEN
SAN JACINTO
JEFFERSON DAVIS
HARDIN
CALCASIEU
ORANGE
LIBERTY
ORANGE
BEAUMONT
CAMERON
PORT ARTHUR
JEFFERSON
CHAMBERS

MOST COUNTIES, MOST TV HOMES*



PROOF OF
ARB
PERFORMANCE

PROOF OF
*NCS 3
PERFORMANCE

MOST AUDIENCE**
Noon to 6 P.M.
6 P.M. to 10 P.M.
10 P.M. to Midnight
SIGN ON to SIGN OFF

PROGRAMMING 26 OF THE TOP 30 SHOWS IN THE MARKET AND 9 OF THE TOP 10

**NOVEMBER, 1958

KFDM-TV
Beaumont-Port Arthur-Orange

C. B. Locke, Executive Vice President
& General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

. . . Advertising dollar level in 1959 should be between $11 and $11.5 billion . . . Advertising as a whole did not cope as well with the '58 recession as it did with the '49 and '54 recessions . . . 1960 likely will be the big year for consumption . . . In anticipation, I think 1959 is the key year for advertising . . .

Interview with

Arno Johnson

plete reversal of this decline in productivity.

We've had productivity increases in the last four months that have been more rapid than we've experienced almost any other time in history. Even the bank letters are beginning to talk about this increased productivity now.

As a result of that increased productivity, which is a direct result of the increased demand, we've had a very definite slowing down of inflationary pressures. In other words, actually we've had relative price stability for the last six or seven months. So I think that has been a demonstration in itself that one of the real tools to fight inflation is increased demand which is reflected therefore in increased productivity.

It has been pointed out that increased productivity has meant that employment and reemployment haven't come back as rapidly as production would indicate they should. We hear about the problem of continuing unemployment, which is perfectly true and is an illustration of the fact that with this increased productivity we are now able to produce as much or more than we were in 1957 but with a smaller number of people employed. Now to reach full employment we must have a much higher level of total production and consumption than in 1957.

What dollar level did advertising reach in 1958?

Well I think at year end it was about $10½ billion. It won't average that for the whole year 1958. It will be a little over $10 billion. It should actually, I think, have been over $11 billion or thereabouts to really keep in line with what we need.

What level do you think it will hit in 1959?

It should be between $11 and $11.5 billion. I think that the advertising industry as a whole has been somewhat laggard, more so than it was in 1949 and 1954 when advertisers actually increased their appropriations and therefore retained the recessions of those two periods to nothing more than an inventory recession with an actual increase in consumption.

Business itself became fearful in this 1958 recession and did not increase appropriations. In fact advertising may be below the level of 1957. And in that way I think we actually contributed somewhat to the seriousness of the slowdown that we had in 1958.

To the advertiser, will 1959 be the big year of accelerated consumption and a jump in the standard of living?

I think '60 would be more likely to be the big year, but 1959 can be a very impressive year.

Then how should advertisers plan ad budgets for 1959? In anticipation of the big acceleration?

In anticipation of the accelerated opportunity, yes I would think '59 is the key year for advertising.

Is there any particular indicator in the economy that an advertiser might be fearful of this time, perhaps inflation?

The inflationary pressures I think are lessened rather than increased by the very fact that we are increasing our production.

We are going to tighten money though, aren't we?

That is, in my estimation, the only negative factor that I really worry about. Again we have had an indication of purposely tighter money based on the belief that we can stop inflation by tightening up on money. This is a tangible way of slowing demand to avoid excessive purchasing power chasing scarce goods and forcing prices up. Tightening money slows down on building, it slows down on plant and equipment plans of manufacturers and to some extent, slows down consumer interest in buying, and that is a negative factor in the economy now, since we actually have excess in productive capacity now—rather than shortages of supply. The tight money hasn't been pressed as far or as rapidly as it was in 1955 to 1957, however.

Do I understand you then that tight money policy is one of the factors which you think contribute to a recession or it causes one and if we tighten our money policy now, we could possibly look to another recession in a couple of years from now as a result of that?

It wouldn't have to be that long. If we had a continuation or a stepping up of tight money, I think it could be reflected in the economy within another 6 to 8 months. Because there is about an 8 months' to a year's lag in the effect of monetary policy on the economy as near as I can tell and the money was tightened up starting about last August. This could be a depressing factor in the latter part of '59.

Is this a factor over which we have any control?

When you say "we," I don't think the individual has very much control but I am inclined to think that the change in the composition of the House and Senate may have some effect on it because I think the Democrats are going to question very seriously the whole monetary policy and the Federal Reserve Board.

How do the economists feel about some of the troubles and fears . . . I think we can talk about the fear of the businessman, for example, about the excessive debt?

Well, there's been an awful lot of misunderstanding, I think, about debt—largely because of the magnitude of the debt in actual dollars. I have pointed out repeatedly that the growth of debt has been less than the growth in production in this country, with the result that the ratio of debt to production has gone down quite dramatically. That's even true if you take into account the huge increase in the war debt as contrasted with private debt.

I don't think it is generally recognized how much the level of the debt, in total, had dropped in relation to production by 1958. Going back to pre-war we had a drop in relation of debt to production from 210% of the year's production in 1930 and 189% in 1940, down to 165% of the year's production at the start of 1958, and any increase in production now will drop that relationship even further.

I think we may have to change our whole perspective on debt because if we do have a $700 billion level of production 10 years from now, it would mean that we could have as large as $1,320,000,000,000 level of total debt, public and private, compared to some $726 billion now, without exceeding

KNX Radio is accorded continuing listener and professional recognition for the authority of its news and sports coverage. In 1958 alone, KNX received 19 major awards for this kind of reporting, including top Sigma Delta Chi, Ohio State and California Associated Press honors. Like all KNX and CBS Radio programming, it's the kind of radio that is an ideal setting for your sales message. A recent listener attitude study by Motivation Analysis, Inc. not only underscores the truth of this but helps define KNX Radio's position as the leading radio station in Los Angeles.

AUTHORITATIVE

Represented by CBS Radio Spot Sales

KNX CBS RADIO LOS ANGELES

the relationships that we had as recently as 1940. And private debt could increase—without putting any greater burden on our economy than there was in 1940—could increase nearly double, from $455 billion up to $890 billion; and of course, debt, primarily, is incurred for production. That relationship is a significant relationship.

Would it be unfair to label this thesis a transfer of the deficit financing principle from government to personal expenditures? Are you recommending deficit financing for the individual?

Deficit financing in a prudent relationship, yes. If you take consumer credit alone and look upon the 1940 relationship of consumer credit to the ability to pay or to discretionary spending power, we actually could have a considerably higher level of consumer credit now, without being more greatly extended than we were in 1940, as again, this increase in income and increase in production has been greater than the increase in consumer debt.

If you want to carry that just five years forward, to 1964, and assuming that we will get back on the path toward this $700 billion economy 10 years from now, what level of consumer credit could we have?

We could support a total consumer credit of about $79 billion without being out of line with purchasing power. That would be an 83% increase over the present level of consumer debt.

I don't like the term "deficit financing" in that respect, since the extension of consumer debt in a way becomes an enforced form of saving because the repayment of that debt is a fixed commitment and it's building an equity in whatever you have purchased.

Do you think there is any chance we might see a lowering of the prices of goods?

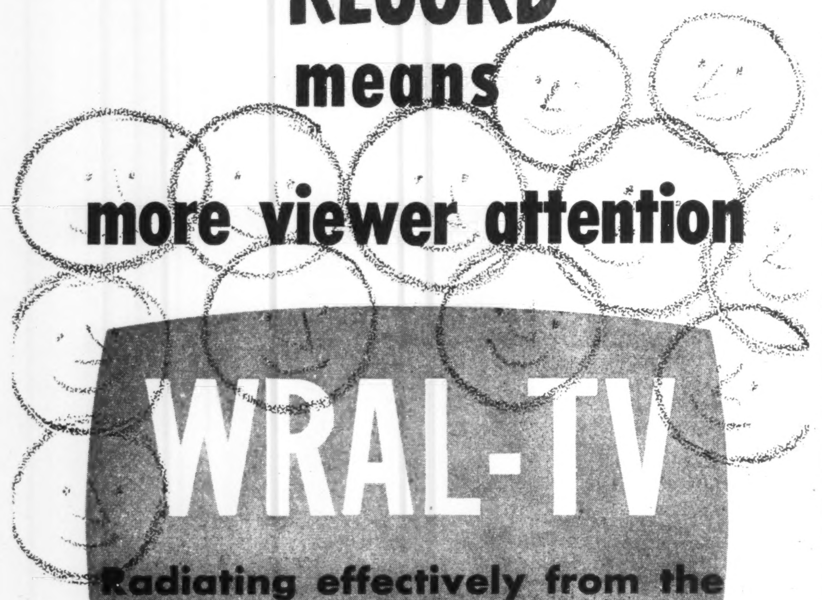
I think that it would be possible. Increased productivity can check inflation and with adequate demand could lead to lower prices. You are in constant conflict there, of course, with the increased demands of labor, and there is always a fight as to which one is going to get further ahead there—whether the consumer is going to share in this increased productivity or the wages are going to go up and take all of it. But if our standard of living can be stimulated to grow rapidly I believe productivity overall can justify higher wages and make possible lower consumer prices at the same time.

The consumer and the laborer are the same person?

They are the same person, but they don't often recognize that.

We have many instances of labor

TOP RATING
RECORD
means
more viewer attention



WRAL-TV
Radiating effectively from the
RALEIGH - DURHAM
AREA

WRAL-TV has an unequalled rating record in the Raleigh-Durham area . . . based on ARB surveys, sign-on to sign-off, since the day this station started operations.

The reasons? Plenty of them! The best of the NBC network shows, from TODAY to JACK PAAR . . . popular choices from ABC . . . plus exclusive local programs that attract and hold loyal audiences.

Superlative equipment is another WRAL-TV asset — first Ampex Videotape recorder in North Carolina . . . $100,000 4-camera mobile unit . . . two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting boards.

To get *sales results*, use the station viewers choose!
Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.

TAMPA-ST. PETERSBURG

. . . market on the move!

SNIVELY GROVES INC.
56

Snively Groves, Inc., one of Florida's largest producers of oranges, grapefruit and tangerines.

85,000,000 boxes of sweet, sun-ripened Florida oranges are on the move . . . by truck, train and steamship . . . out of Florida's rich groves into the North's important market centers. Citrus is big business, with Florida now supplying 70% of the nation's annual output . . . and it's big business for the many growers and packers in the citrus belt around the MARKET ON THE MOVE . . . TAMPA - ST. PETERSBURG.

Capture this thriving, prosperous market with the STATION ON THE MOVE—WTVT—first in total share of audience* with 34 of the top 50 programs. WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET ON THE MOVE . . . TAMPA - ST. PETERSBURG.

**Latest ARB*

station on the move . . .

WTVT

TAMPA - ST. PETERSBURG

CBS CHANNEL **13**

The WKY Television System, Inc.

WKY-TV	**WKY-RADIO**	**WSFA-TV**
Oklahoma City	Oklahoma City	Montgomery

Represented by the Katz Agency

trouble right now. I suppose to be realistic, we can't look forward to any declines in the price structures. Is that correct?

I wouldn't really say that. I disagree completely with those who believe that we must have inevitable inflation or that it is desirable to have creeping inflation of 2 or 3% a year. I think that it is a matter of increasing productivity rapidly enough to keep up with the demands of labor. The only possible way of doing that is to increase the level of demand so that more efficient tools can be utilized profitably and so that the full advantage can be taken of the hours of labor that go into the product.

You see, when you come down to how do you increase productivity, you often hear about the attitude of labor and that is important. You must have an attitude of labor which will allow for increased technology and use of improved machinery. Then you hear about health—and that's important too—fewer hours out for sickness, etc. You hear about education, and that's important because there's very direct relationship of education to productivity and income.

But beyond those three things, there are just two ways to increase productivity. One is to give labor better tools and that means you have got to improve your plant and equipment and your research on products. That means financial encouragement for a growing economy. The other way to increase productivity is to have an expanding market—a market that can be increasing so that you can sell what you can produce and keep your tools and labor working, so that you don't have long periods of idleness of machine, labor and investment.

And that's why I'm quite optimistic about avoiding inflation, because if we succeed in expanding our standard of living as rapidly as the 10 year production estimates of economists indicate we could (i.e. $700 billion by 1969), I think we can keep ahead of the wage-price spiral and look forward to price stability or even lowered prices with increased production. Obviously if you can increase your production and share your fixed overhead costs on a greater overall product, you can lower your costs and lower your prices. That requires greater demand—and demand can be stimulated with advertising.

Will people be buying more in 1959 than they did in 1958?

Oh, I think they will, yes. I think that the consumer attitudes have been improving toward purchasing—the survey of the U. of Michigan has shown that. I think if we don't frighten them by emphasizing too much the dangers of inflation and the dangers of over-extension of their credit; that is, if you allow them to use their own judgment and then stimulate their desires . . . stimulate their interest in the upgrading of their standard of living, I think you can have, as I say, a 10 to 15% increase in consumer purchases by 1960. And that comes down largely to an advertising job.

Can the advertiser, then, look forward with confidence in 1959?

I think he can, with only that negative factor which already has been mentioned, of some tendency to tighten up on money, which I think may be a negative factor with a lag of about eight months to a year.

More specifically, what should advertising be in dollars to achieve this goal of increased demand?

Well, in total dollars it should be, I would say, better than $11 billion, really it should be about $12 billion to be in line with pre-recession relationships to our standard of living.

Is it possible to express that as a percentage of the consumer expenditure, or the standard of living that we were talking about?

Well, I think it could be, because I'm talking in terms of a needed standard of living by 1960 of some $330 billion of consumer expenditures.

And then what should the advertising ratio be?

Well, at $11 billion that would be 3⅓%. You see, the ratio of advertising to standard of living or personal consumption expenditures in 1956, was 3.7%, but in 1958 it had dropped to around 3.5%. In other words, we really reduced the advertising pressure in 1958 a little bit in relation to purchases. On the basis of $12 billion expenditure in 1960, it would be about 3.7%. To stimulate consumer purchases of $318 billion in 1959 would require $11.6 billion at the 3.7% rate. I don't think that this 3.7% that we had in 1956 was necessarily the optimum figure.

I think that perhaps over a 10 year period, you should count on advertising representing about 5% of the overall standard of living which, on the basis of $435 billion would bring you up to nearly $22 billion by 1969.

We can assume, all things being equal, that the higher that percentage figure of advertising goes, the more pressure there will be on increasing the standard of living?

Yes, I think so. Somebody might bring up the question of, "Well, where do you reach the point of diminishing returns?" and I don't know where that is. But I don't think 5%, say, 10 years from now would be at that diminishing return point.

Do you think that we are now advertising at even the minimum rate—that the current level of advertising is enough to maintain ourselves at an even keel, much less advancing?

Interview with

Arno Johnson

I think that there are factors in this whole economy of ours that are not being taken into account in terms of potential by the advertiser—not taken into account fully. I developed some figures for the AAAA regional meeting in Palm Springs last October which could be useful as a sort of a rough yardstick that an advertiser might just lay down beside his individual product.

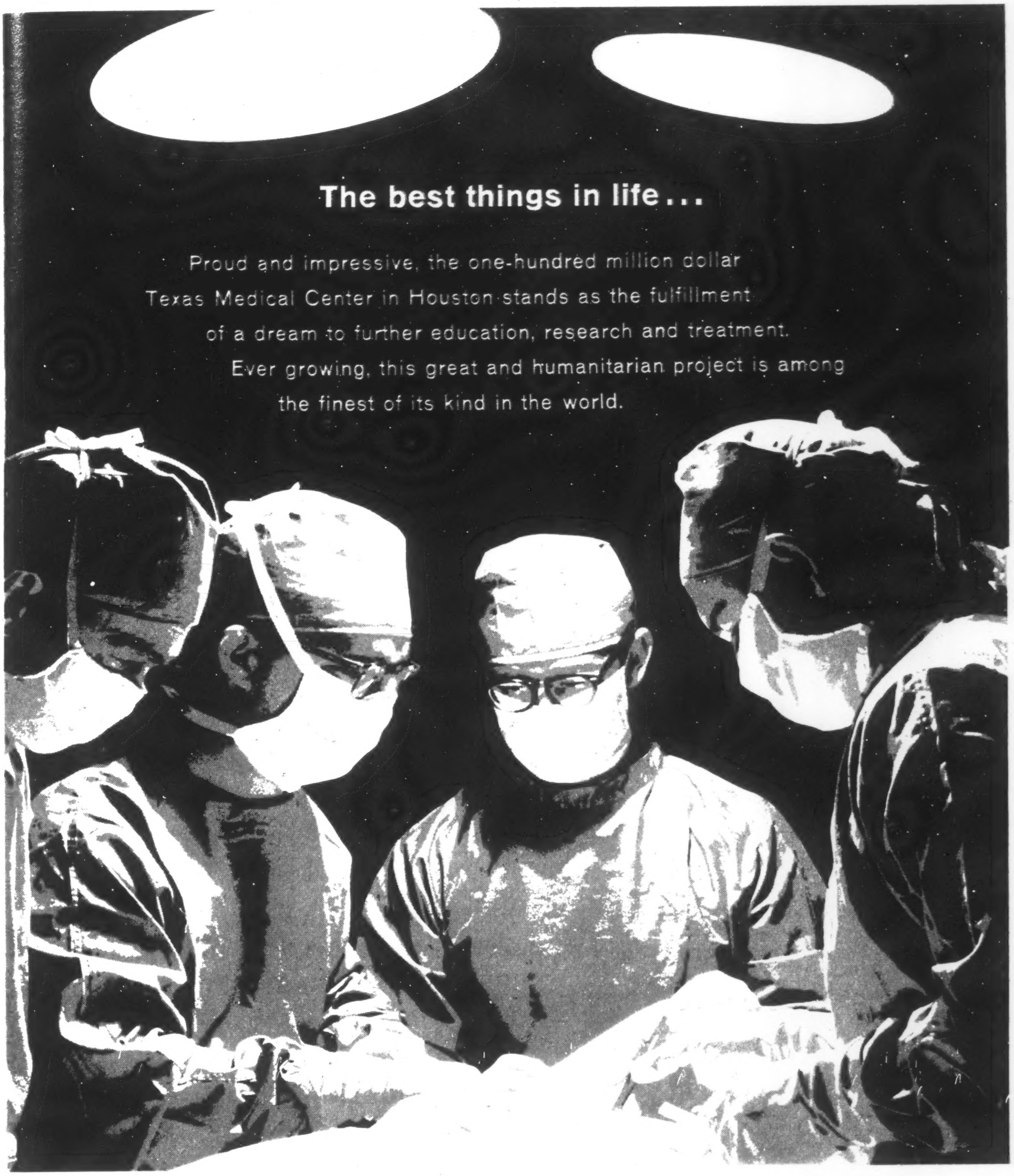
Assuming that he was doing an adequate advertising job in 1951, using 1951 as a starting point, this indicates what he would need to spend today, in 1959, to take into account just four factors of change.

Now, in the first place, and the one that most people talk about, has been the increased cost of advertising; that is, the cost of reaching a household or C-P-M circulation. That averages out for the different kinds of media—print media and broadcast media—to about 9% increase between 1951 and 1959. So obviously, if you are just going to do the same sort of a job that you did in 1951 on an individual product you would have to spend $1.09 in 1959 compared to $1.00 in 1951.

But that's only the least, the very smallest part, of what you should take into account even though it is the part that most of the emphasis has been on when discussing increased cost of advertising.

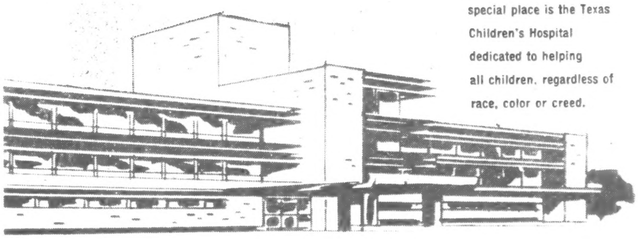
The next factor is that the population has increased; you've got more households to reach. If you want just to have the same proportion of households reached that you had in 1951 for this product with the same kind of campaign that you had, you'd have to add another 17 cents. It would cost therefore $1.26 or 26% more to reach the same proportion of households that you had reached, at the increased cost of advertising.

But then as a third factor you must take into account the fact that these people are being reached by a great many more competitive messages today than they were in 1951. You have had a very real physical increase in the number of messages reaching the average person. I'm not talking about the dollar pressure increase that's taken place, but the actual number of competitive messages, and if you want just to maintain your position in each household that you reach, you now



The best things in life...

Proud and impressive, the one-hundred million dollar Texas Medical Center in Houston stands as the fulfillment of a dream to further education, research and treatment. Ever growing, this great and humanitarian project is among the finest of its kind in the world.



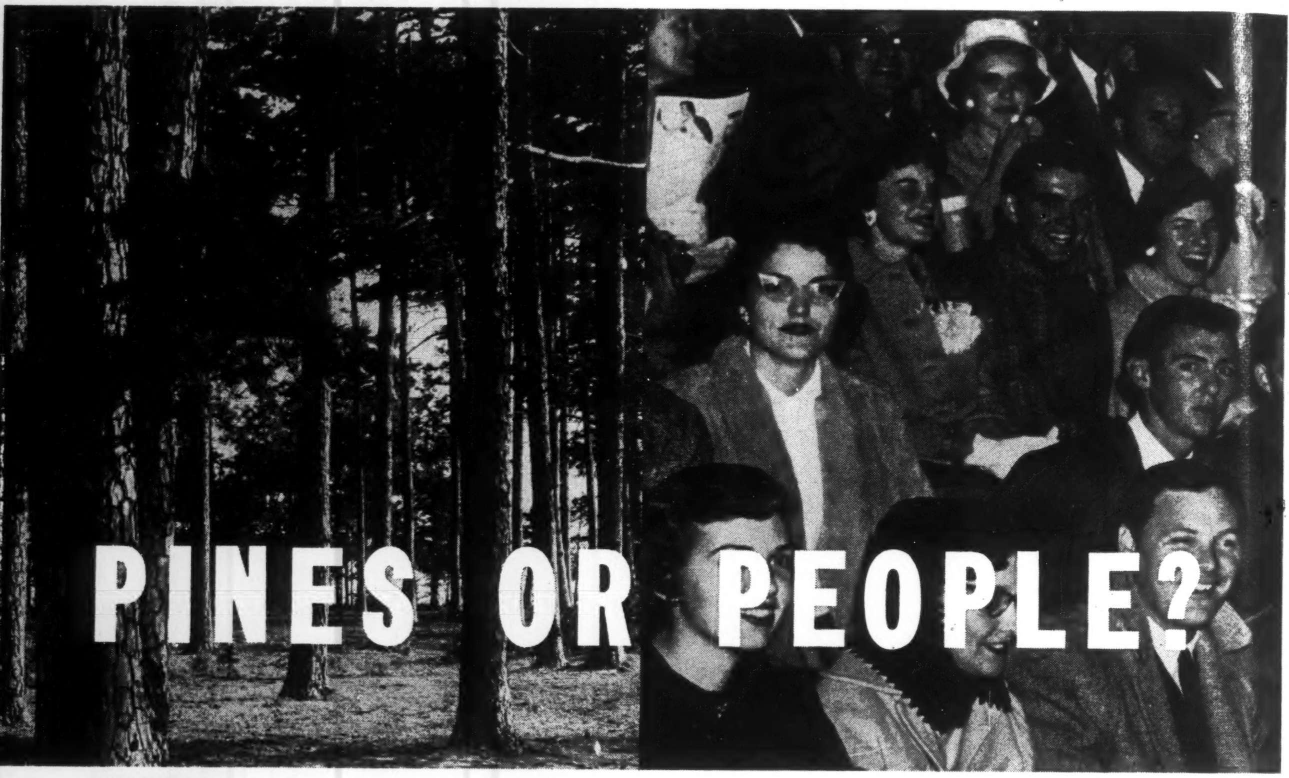
Occupying a very special place is the Texas Children's Hospital dedicated to helping all children, regardless of race, color or creed.

KTRK TV

THE CHRONICLE STATION

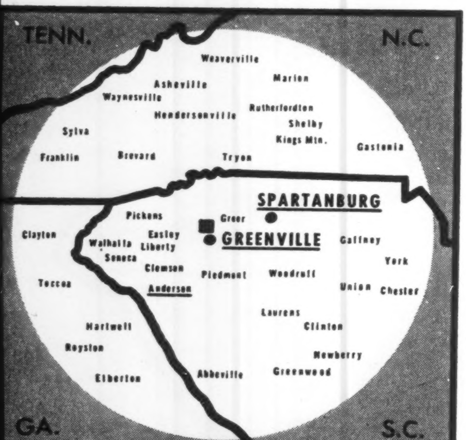
P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO.,
500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER,
WILLARD E. WALBRIDGE
COMMERCIAL MANAGER,
BILL BENNETT



PINES OR PEOPLE?

HIGH towers are wonderful when located to serve PEOPLE instead of *PINES, 'POSSUMS and PORCUPINES.* WSPA-TV is located to serve the people of the PROSPEROUS PIEDMONT. The area is highly industralized and its concentration of population ranks with industrial areas of New England.


TENN.
N.C.
Weaverville
Marion
Asheville
Waynesville
Hendersonville
Rutherfordton
Shelby
Kings Mtn.
Sylva
Gastonia
Franklin
Brevard
Tryon
SPARTANBURG
Pickens
Greer
Clayton
Easley
Walhalla
Liberty
GREENVILLE
Gaffney
Seneca
York
Clemson
Piedmont
Woodruff
Toccoa
Anderson
Union
Chester
Laurens
Clinton
Hartwell
Royston
Newberry
Elberton
Abbeville
Greenwood
GA.
S.C.

VSPA-TV has its tower on Paris Mountain, in the very eart of the Magic Piedmont Industrial Circle . . . With ntenna height of 1180 feet above average terrain, hannel 7 blankets the Spartanburg, Greenville, Ander- on SUPERMARKET with the best television picture.

WSPA-TV IS NEAREST THE PEOPLE AND SERVES THEM BEST WITH CBS.

CBS TELEVISION NETWORK

WSPA-TV 7

AM – TV – FM

SPARTANBURG, S. C.

NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGBERY COMPANY

WSPA-TV IS THE ONLY CBS, VHF STATION
SERVING THE SPARTANBURG-GREENVILLE-ANDERSON SUPERMARKET

. . . Advertisers should accept that it now takes $2.21 to match each dollar that was expended in 1951 . . . This year should see the beginning of a very rapid increase in family formations as postwar boom babies start to reach the buying stage . . . The golden age in our production is in the next 10 years . . .

Interview with

Arno Johnson

would have to add another 54 cents. That is, if in 1951 one out of every 100 messages going in the household was on your product, you would still have that same relationship to competitive advertising. So that means that to cover the increased cost of reaching a household and to have the same proportion of messages that you had before and thus to have the same position in the household competitively that you had before it would now take 80% more, or $1.80 for every 1951 dollar.

But a fourth factor, the purchasing power of the prospective customer has increased. He's a much better prospect for your product today than he was in 1951, taking the average increase in the disposable income of the population. He can be a better customer. If you want to take that into account so that you will be reaching people in proportion to their prospective buying potential from you, you'd have to add another 41 cents.

That would mean that to take into account those four factors, the increased cost-per-thousand, the increase in the number of households, to match competition among the people that you're reaching in terms of messages and to take into account the purchasing power increase of this family as a prospective customer, it would take $2.21 for every dollar you spent in 1951, or 121% more than you did in 1951.

Now, that's just a rough yardstick and it doesn't take in other factors about these people, that is, their increased education and their changed ideas. It takes into account only four factors which are important factors, but if you want to match up, so that you are really doing the kind of a job in relation to your potential market that you were doing in 1951—assuming that you are satisfied with your '51 market—it means that you should be spending 2¼ times, roughly, as much today.

Are advertisers willing to accept this position and put in that added $1.21?

Some are. Some have even gone beyond that. Others have thought only in terms of the increased cost per unit of space or time per 1,000 and have just tried to match it. They say, "Well, we're doing all right; we're taking care of this increased cost."

There is another whole problem which becomes apparent during a recession: advertising budgets which are fixed dollars per unit of sale. Then through something beyond your control, more or less, you have a decline in sales—such as the 1958 recession decline in automobiles. With automotive sales dropping in terms of numbers of units and with many budgets on automobiles being set up at a fixed number of dollars per car, you had an automatic dropping of advertising effort at the very time when there should have been an increase in advertising because purchasing power actually was higher.

It is rather interesting on the automotive picture that the real purchasing power of the total population—and I'm talking now of the disposable income after taxes, corrected for the value of a dollar or corrected for prices—was 7% greater in the fall of 1958, than it was in 1955. Yet we sold over 7 million passenger cars in 1955. There was more real purchasing power—corrected for inflation and everything else—by 7% in 1958, than there was in 1955, and yet with the reduced advertising pressure the industry sold less than 5 million cars, in 1958—about ⅓ less than in 1955.

Mr. Johnson, what about the postwar baby boom? Isn't it time that some of these babies were growing up to be customers?

Yes. If you take the age 18 as the beginning of the family formation stage we are seeing in 1959 the beginning of a very rapid increase in that age group.

That is the buying stage. It has been called sometimes the age of accumulation; it's the point at which they start to get married, start to set up their own households, start to have children, and that means the beginning of brand interests, the beginning of a need for durable goods and home furnishings; it's the starting point and the period of acquisition from there through the early 30's.

If the advertiser is going to do an educational job, isn't that just the time he ought to be reaching these people? In other words, in 1959 on through 1960?

Yes. That's the period in which we are going to have a very rapid increase in the number of people coming into this beginning of the family formation stage. The number of people reaching the age of 18 didn't really show very much of an increase in the last five years, up through 1958. It is just starting in '59 and it will increase very rapidly—by 1965, there will be about 70% more reaching the age of 18 each year.

How much weight would you put on this factor? Do you think this factor alone might be strong enough to stimulate the economy?

It will be a plus pressure, but if these people don't have jobs, they can't do the buying. No, it doesn't happen automatically. Just because you have an increase in population doesn't mean necessarily that you have an increased standard of living or an increased demand.

You can demonstrate that by the under-developed countries: China and India, and so forth. Population alone doesn't mean markets. You must have the increased productivity—stimulated by a real desire for higher living standards. When you combine an increase in population with an increase in education and an increase in productivity, then you have increased markets.

Can you at this point prescribe a period that might be called the golden years for production? Would you say it's the next 10, or the next 15?

Well, I'd say it is the next 10 quite definitely, because it is in these 10 years that we do have this coming of age of a great increase in population. We know that we have the resources for the kind of production we need, and we know that we have had a past history of productivity which can lead us to the $700 or $750 billion level 10 years from now.

Now, of course, one could say, "Well, why not 20 years; why not 30 years?" Well, it is a little hard to try to look ahead that far, but we do know our markets for the next 10 to 15 years in terms of population as these people already have been born.

IN 1959: BOOST FOR RADIO-TV

A broadcasting economist sees radio back on upward climb and tv hitting new highs

By **RICHARD P. DOHERTY, president, Tv-Radio Management Corp., Washington, D.C.**

For 1959 we may expect a solid year of progressive economic improvement, but we should not expect a boom. Consumer revenue and expenditures will rise, overall business earnings will increase moderately, all segments of the economy will improve and by the end of the year we will have regained the losses of the 1957-1958 recession. The overall gain in general business, as reflected by the gross national product (total value of goods and services), should be in the order of 8%-10% during the next 12 months over the recession low point of 1958.

Of primary significance to the broadcasting industry is the fact that all media advertising expenditures will reach a new all time high. Tv and radio will get their full share of the larger advertising dollar and each will derive more revenue than in 1958.

Tv dollars will top 1958 by a 10%-12% margin and prove again that the industry has what it takes to step upward, year after year. All areas of tv will be strong. Local tv expenditures should gain by 5%-7% over 1958; national spot tv outlays should rise by 12%-14% while tv expenditures at the network level should show a 12% improvement.

Virtually every tv station will experience a 1959 gross revenue gain over its respective 1958 figure. Obviously these 1959 advances will vary considerably, on a station percentage basis, but plus figures will show up in nearly every case. This was not so in 1958. A very considerable number of individual tv stations witnessed a 1958 decrease vs 1957 despite the fact that the total tv industry (all stations and networks) had a slightly better aggregate gross revenue in 1958 than it had in 1957.

Using the record of 1957 (the latest year for which complete data are available) as a basis of comparison, here are an estimate of 1958 results and a forecast for 1959. See table below.

Note that both advertising expenditures for television and the revenue received by tv stations and networks increased in 1958 over 1957. Tv was one of the rare industries which made gains in 1958. In the face of a rather universal recession tv not only advanced but reached a new high in its business volume.

While the overall 1958 tv industry revenue (all stations and networks) made out well in the face of the general economic recession, a considerable number of established individual tv stations experienced a decline in gross sales—newly developed stations being excepted. It is our personal estimate that at least 95 tv stations (both vhf and uhf) operated at a loss (after depreciation and other charges) during 1958.

The causes for reduced 1958 individual station revenue are quite obvious: (a) added market competition due to more tv stations going on the air; (b) dip in "per station" average national spot which affected some markets more than others; (c) adverse local business conditions. On the other hand practically every tv station had a rise in its network revenue.

Individual tv station profit margins have been shrinking for the past few years. For the industry, as a whole, there will be a slightly higher profit margin in 1959 vs 1958 but this should not necessarily be judged as a reversal of trend—merely an improvement over the not so good profit margins of 1957. Improved profit margins or decreased loss ratios will be available for the majority of individual tv stations in 1959 if management learns to control expenses on all sides.

Radio didn't have a particularly good 1958 on a station-by-station basis. Despite the optimistic claims of some groups, we personally hold to the conclusion that total 1958 radio revenue fell off slightly (approximately 3%) as compared with the 1957 level. Moreover, we judge that at least 2,400 individual radio stations either barely matched 1957 gross revenue or showed a decrease. The underlying causes were: (a) adverse local economic conditions which hurt this area of sales which is so all important for most radio stations; (b) the slump in national spot during the first nine months; (c) tv competition in the market; (d) greater intra-market competition due to formula programming; (e) highly intensified radio competition, in many markets, arising from the "wide open" FCC policy of granting new radio licenses.

Partially offsetting the 2,400 stations which barely held their own or dropped in their gross revenue scale, we estimate that approximately 500 radio stations experienced a rise in total sales income of better than 10%. Most of these stations operated in the top 75 markets of the nation and their gains, dollar-wise, were large in total aggregate. Another 300-odd stations experienced gross revenue increases of 5%-10%.

In 1959, total radio industry station and network revenues will fully equal or exceed the 1957 figure of $517,900,000. We will not be surprised if the over-all industry receives total advertiser expenditures of between $625,000,000 and $630,000,000 with the broadcast revenue (stations and networks) in the vicinity of $520,000,000.

In the face of this expected improvement in over-all radio industry revenue, the great majority of radio stations will be faced, during 1959, with the problem of creeping costs and intensified audience and sales competition from other stations within the market. This matter of audience competition, with consequent effects on station sales, is not new for radio but it has become greatly intensified during the past two or three years. Over and beyond the addition of new station licenses to many markets, established stations have improved their coverage and, most of all, the strong growth in news and music operations (selective formula or other formula including top 50's, top 60's, etc.) has greatly leveled out station competition in most markets.

(Add 000,000 to all dollar figures)

	1957	1958	1959
All advertising expenditures*	$10,310	$10,100	$10,400-10,500
Expenditures in tv*	$ 1,291	$ 1,375	$ 1,420- 1,425
Tv share of expenditures*	12.52%	13.5%	13.7%
Tv station-network revenue**	$ 943.2	$ 982.0	$ 1,025.0
Expenditures in radio*	$ 623.0	$ 612.0	$ 625.0
Radio share of expenditures*	6.04%	6.05%	6.0%
Radio station-network revenue**	$ 517.9	$ 503.0	$ 520.0

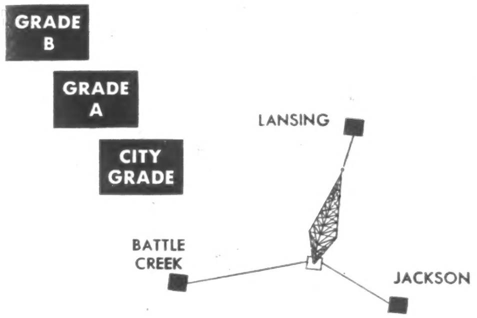
* Expenditures mean total money spent by advertisers for production, programs, time, space and all advertising services. For 1957 these figures were calculated by McCann-Erickson for Printer's Ink.

** Revenues are total money received by stations and networks for sale of time, talent and other services. For 1957 the revenue figures were reported by the FCC.

The new look in Michigan coverage . . .

BY

WILX-TV



CHANNEL 10

FULL POWER:
Video—316,000 watts
Audio—158,000 watts
Antenna height—1008′

WILX-TV is the *only single station* that will completely cover Michigan's Golden Triangle—Jackson, Lansing and Battle Creek—with a *City Grade* signal!

WILX-TV has the **Right** coverage in the **Right** spot

TOTAL STATE EXCLUDING METROPOLITAN DETROIT — B SIGNAL AREA

Population	43.4%	**Retail Food Sales**	47.3%
Households	44.7%	**Retail Drug Sales**	48.6%
TV Households	44.0%	**Retail Automotive Sales**	50.3%
Farm Population	34.1%	**Retail Filling Stations**	46.3%
Retail Sales	47.3%	**Gross Farm Income**	39.9%

Only WILX-TV, an NBC affiliate, can so thoroughly cover and deliver this rich out-state market! Just check those figures again!

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area in the nation.**

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS

prime time now available!

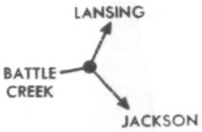
RIGHT NOW. . . is the time to contact

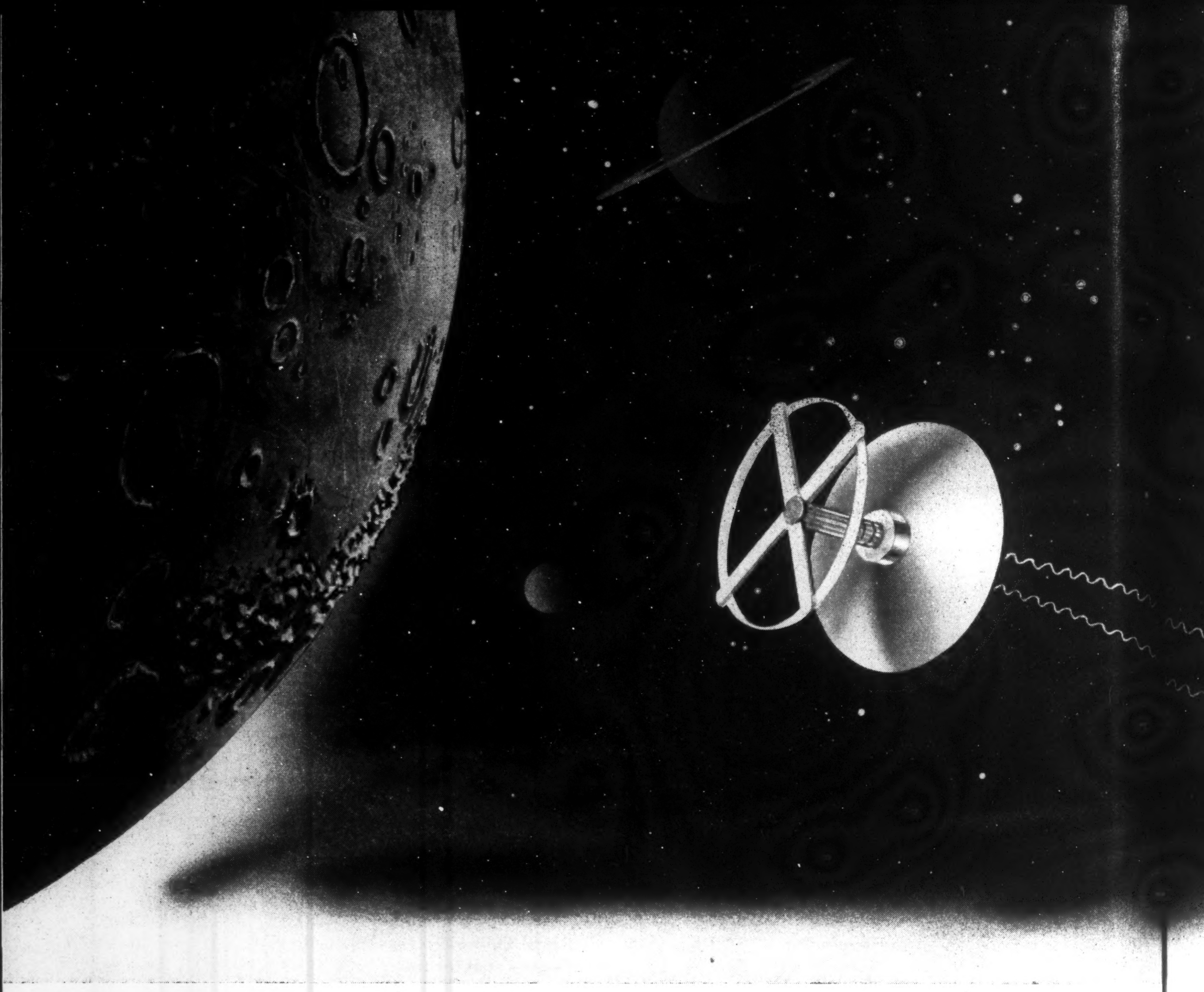
VENARD, RINTOUL & McCONNELL, INC.
for complete market information

WILX-TV

NBC

CHANNEL 10 SERVING MICHIGAN'S **GOLDEN TRIANGLE**





WHAT THE SPACE AGE MEANS TO TV

Tests this year will pave way for international networking

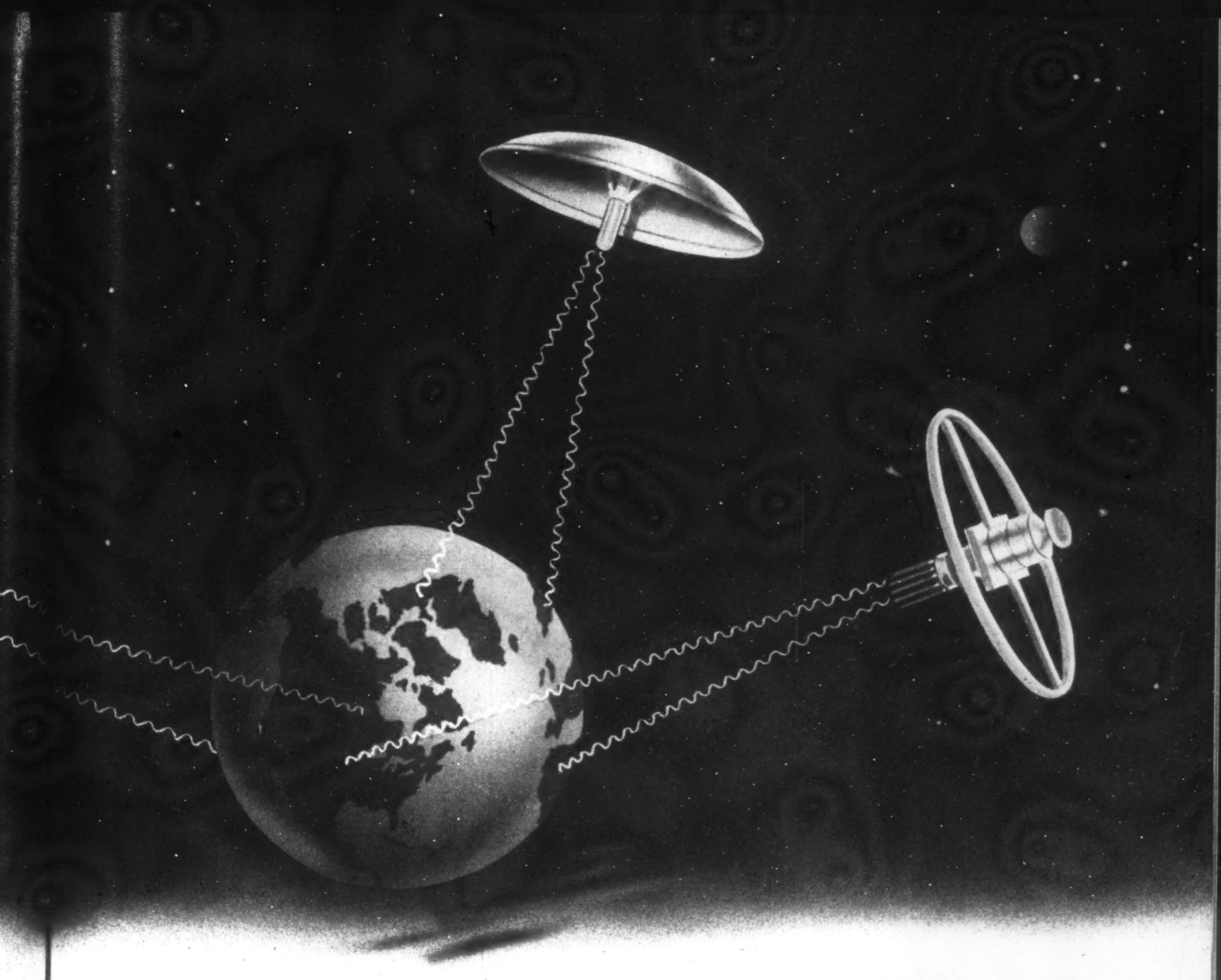
Sometime this year a rocket carrying a collapsed balloon will thunder into space. At a prearranged moment the balloon will be ejected from its hurtling cocoon, inflated to its full 100-foot diameter and spun into orbit. The first space radio reflector will have begun circling Earth.

Dramatic as this trick may seem at the beginning of Earth Year 1959, it will be no more than a crude forerunner of an international networking system soon to come. Scientists confidently predict that satellite relays for global tv will be in operation before the television set you buy today is obsolete.

The balloon which will be put into orbit in 1959 will be the first of its type of relay station but not the first instrument to be used for radio relay in space. The Atlas SCORE which played back President Eisenhower's Christmas message last December was also a relay station. The balloon and the Atlas SCORE (Signal Communication via Orbital Relay Equipment) are the first test versions of the two main types of stations which scientists say will eventually be used for nation-to-nation, hemisphere-to-hemisphere television networking. Space communicators call the balloon a passive reflector, the Atlas satellite an active relay.

Passive Reflectors • The balloon which will be tested this year and its successors of whatever shape or composition will be nothing more than rebound surfaces against which signals can be bounced from one point on Earth to another. Passive reflectors require no instrumentation or power source of their own, but the Earth transmitting apparatus must use tremendous power to throw a signal hard enough to bounce off the reflector and back to Earth.

Active Relays • The Atlas SCORE was a "storage type" of active relay. It contained tape recording gear, a transmitter and receiver. It stored messages which were played back upon command from an Earth station. Another type of active relay, yet to be tested in space, will be "instantaneous." It will receive Earth signals, amplify them and re-transmit them to Earth in micro-seconds. Both kinds of active relays need their own source of power and delicate instruments that would require maintenance if they were to be kept in operation over long periods.



The question of maintenance has been the source of countless engineer-type jokes including those that inquire into what kind of holiday schedules IBEW would demand in space transmitter contracts. It is also under serious study.

Only recently Lockheed missile engineers suggested the construction of Astrotugs which would carry crews aloft to assemble large space platforms. The Lockheed scientists pointed out that space platforms would be too big to be boosted intact into orbit by present rocket power, but they could be launched in sections and assembled in space. The Astrotugs could also be used to carry maintenance men.

There is another question about relay stations on which scientists are divided. How high the orbit?

The majority of space-communicators favor placement of relay stations, whether passive or active, some 22,300 miles in space where the speed of their orbits would be virtually the same as the rotation of Earth. The positions of these satellites would be fixed in relation to a position on Earth and, seen from a given point on Earth, would appear to be "stationary."

Other scientists say the "stationary" satellite would be too critical to launch and guide into position. They urge a series of low flying satellites, possibly 20, so that there would always be one "in view" of a given point on Earth. These would circle at the Equator, like a string of Christmas baubles in space.

Matter of Time • There are mechanical problems to be solved and many trials and probably failures to be endured, but scientists are unanimously agreed that space relay is inevitable.

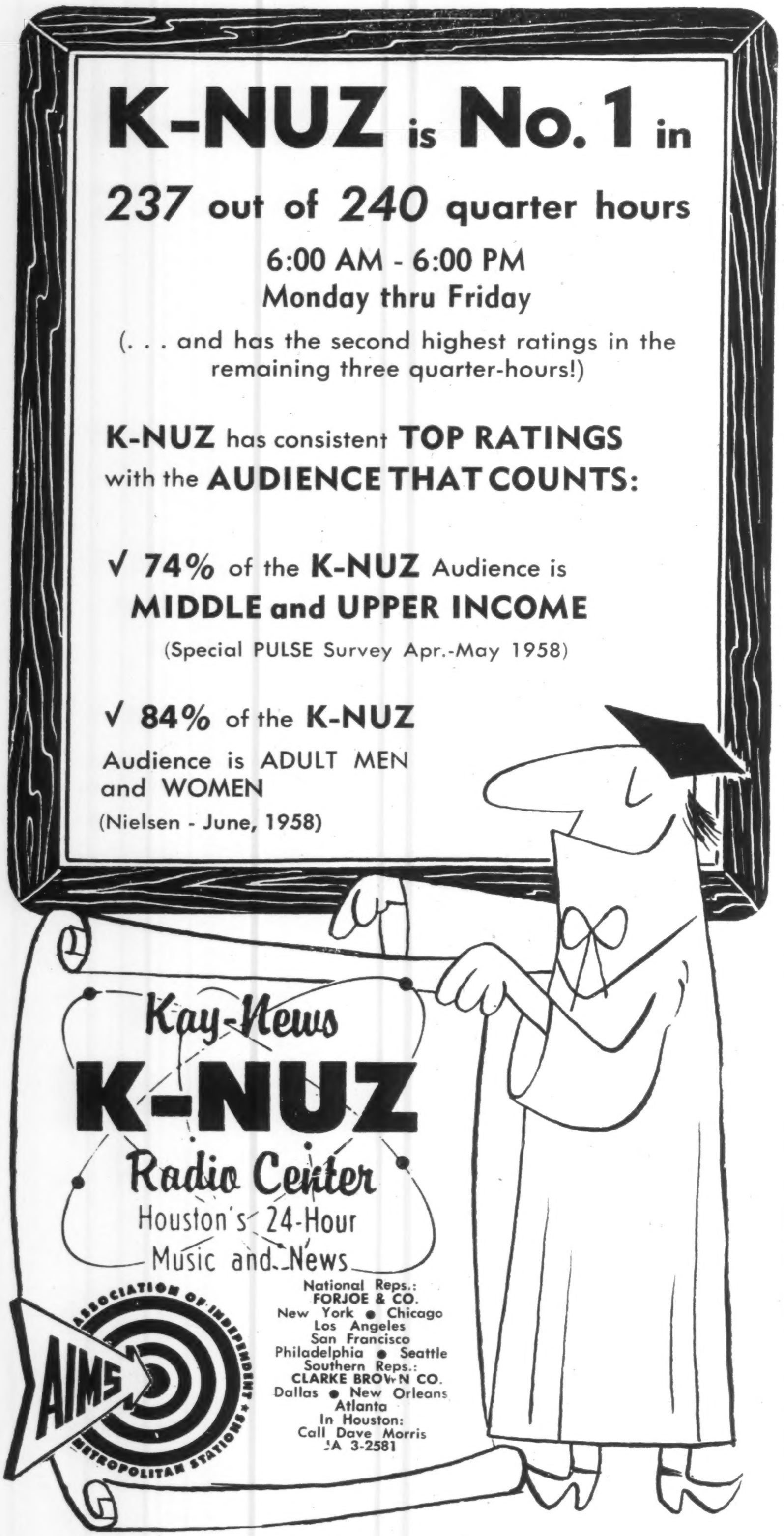
The Select House Committee on Space in its yearend report published early last month stated that "within a decade peaceful applications of space development to weather predictions and long-rang communications alone will more than pay back to the economy all the funds previously required to achieve these capabilities."

In a statement issued last March by the President's Science Advisory Committee, the communications aspect of space exploration was referred to in this manner:

"This all leads up to an important point about space exploration. The cost of transporting men and material through space will be extremely high, but the cost and difficulty of sending information through space will be comparatively low. . . . They [satellites] will surely—and rather quickly—be pressed into service for expanding world-wide communications, including intercontinental television.

"At present all transoceanic communication is by cable (which is costly to install) or by shortwave radio (which is easily disrupted by solar storms). Television cannot practically be beamed more than a few hundred miles because the wavelengths needed to carry it will not bend around the earth and will not bounce off the region of the atmosphere known as the ionosphere.

"To solve this knotty problem, satellites may be the thing,



NIELSEN, December, 1958
PROVES IT AGAIN . . .

K-NUZ is No. 1 in
237 out of 240 quarter hours
6:00 AM - 6:00 PM
Monday thru Friday
(. . . and has the second highest ratings in the remaining three quarter-hours!)

K-NUZ has consistent TOP RATINGS with the AUDIENCE THAT COUNTS:

√ 74% of the K-NUZ Audience is MIDDLE and UPPER INCOME
(Special PULSE Survey Apr.-May 1958)

√ 84% of the K-NUZ Audience is ADULT MEN and WOMEN
(Nielsen - June, 1958)

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
FORJOE & CO.
New York ● Chicago
Los Angeles
San Francisco
Philadelphia ● Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas ● New Orleans
Atlanta
In Houston:
Call Dave Morris
JA 3-2581

for they can serve as high-flying radio relay stations. Several suitably-equipped and properly-spaced satellites would be able to receive tv signals from any point on the globe and relay them directly—or perhaps via a second satellite—to any other point. . . ."

In a space handbook issued by the RAND Corp., the top Air Force civilian "think" organization, the following was suggested:

- Communications between space vehicles and earth stations are rather easy to maintain in satellite or lunar flights. Communications as far as Mars seem reasonably well in hand, but at much greater distances current possibilities become questionable.
- Opportunities in astronautics include (1) large-scale radio broadcasting facilities, (2) long-range, point-to-point communications without elaborate, slowly constructed ground facilities, (3) reliable communication at low power levels with fixed or vehicular stations, and (4) point-to-point communications over long ranges at low power levels to conserve the already crowded radio frequency spectrum.
- The feasibility of communications across lunar distances (about 240,000 miles) with present components is well established. With components that can be made available in a relatively few years, communications will be possible over distances as great as 50 million miles (about the distance to Mars or Venus when these planets are closest to Earth). For communication to Jupiter (about 500 million miles) additional technical advances would be required.

Reasons for Space Stations • Why this concern with communication possibilities? It's simple.

There are only two ways of instantaneously sending and receiving messages across oceans. One is via cable; the other, via shortwave radio. Cables are expensive to lay and to repair. In 1956 AT&T laid its second Atlantic Ocean cable. This cost $36 million to lay. Its capacity is 160 kc—enough for 36 voice circuits, but far inferior to the 4,500 kc required for a television picture. Radio is plagued by the heavy demands on the restricted spectrum space—the short wave band occupies the high frequency band below 30 mc (from around 6 mc to 21.45 mc)—and by the disturbances caused by sun spots and similar atmospheric aberrations.

Perhaps the best answer for the American scientist's eager concern with space relaying was given by Dr. Herbert F. York, chief scientist of the Defense Dept.'s Advanced Research Projects Agency: One communications satellite might handle as many telephone calls as the entire Bell Telephone system handles today, he stated.

The significance of space communi-

Si Fueris Romae, Romano Vivito More..."

Ad-landers get that lusty Roman feeling every time they drop in at the Forum of 12 Caesars in New York. No wonder, with a dozen Caesars gazing royally down from the walls.

A quick mental segue back to the Golden Age of the Roman Empire brings up St. Ambrose's well-remembered "When in Rome . . ." And when time buying talk swings round the compass to Down East, it comes out—"When in Maine, buy as Maine businessmen buy."

Despite all the charts, the dope sheets, the CPMs, the local businessman still is the best proof of which station delivers the market. The shrewd Down Easter is as close to his ad budget as the bark on a tree. He won't buy unless he gets results. And he knows the "H" in Hildreth Stations stands for a "Heap" of results.

So, "When in Maine, buy as the Maine businessman buys" . . . Buy the Hildreth Stations.

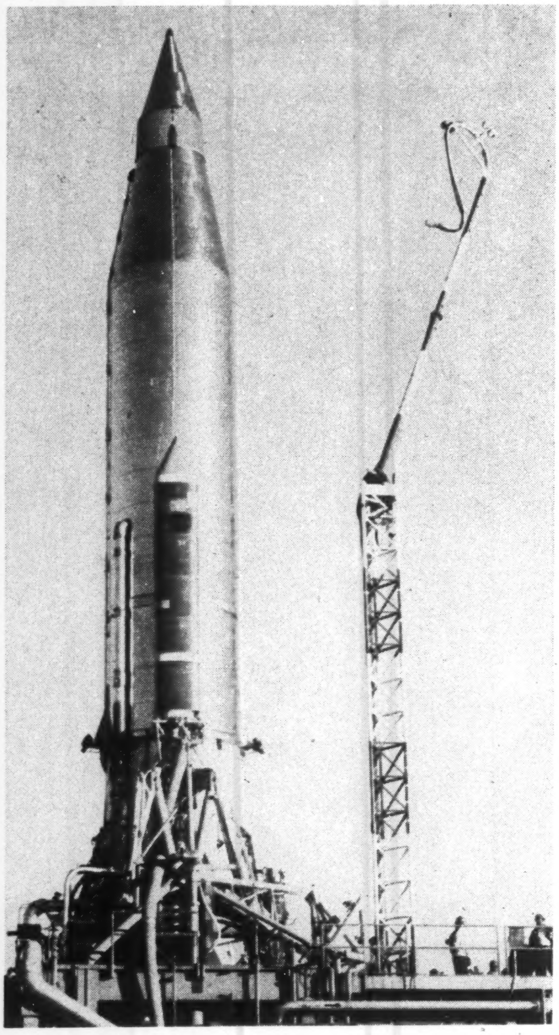
check your *Hildreth Stations*

wabi AM TV / wabm / wagm AM TV / wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT
WILLIAM J. MULLEN, NAT'L. SALES MGR.

Represented by:
GEORGE P. HOLLINGBERY—Nationally
KETTELL-CARTER—in New England

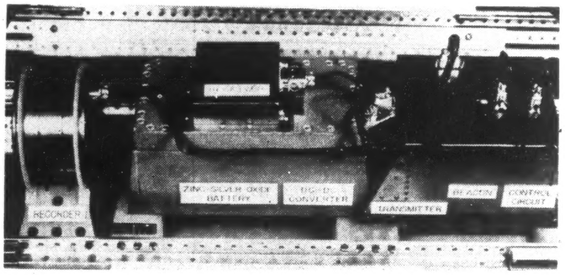


The first talking satellite • An Air Force Atlas missile last December carried a tape recorded Christmas message from President Eisenhower into orbit, later relayed a voice message from one Earth station to another. The missile is shown at left before its launching. The communications package it carried is shown below.

The 4½-ton, $2 million, military satellite contained dual receivers, tape recorders, transmitters and beacon gear. The President's voice was pre-recorded and placed on the tape recorder spools just before blastoff. On command from ground stations, the tape recorders were activated and flashed the President's words to receivers on the ground. The Army had four such stations—spread from Southern California to Georgia.

Intensive tests continued for the 24 days that the Atlas was aloft. They culminated in the complex technique of a Signal Corps engineer at Fort Monmouth, N.J., talking via long distance wire lines to the west coast ground station and having his words transmitted to the satellite, where they were recorded and stored. When the satellite appeared over the east coast ground station, the recorder was triggered and the words were returned to Earth.

Each of the two communications packages in the Atlas was 34-in. long, 12-in. wide and 10-in. high. Inside each was an endless loop 7x5-in. tape recorder with 4-minute capacity, a fully-transistorized, 3½x4½x1-in. receiver, and a 6¼x4½x4½-in. 8 w transmitter. Silver-oxide batteries with a 4 to 6 week life, control beacon, tracking equipment and telemetry gear were also inside each capsule.



cations was more graphically expressed by Arthur C. Clarke, English scientist.

"The tv satellite," he said, "is mightier than the ICBM."

"Of all the applications of astronautics during the coming decade," Mr. Clarke continued, "I think the communications satellite the most important . . . The printed word plays a small part in the battle for the minds of largely illiterate populations and even radio is limited in range . . .

"But when line-of-sight tv transmissions become possible from satellites directly overhead, the propaganda effect may be decisive . . . Considering the impact of tv upon our own ostensibly educated public, the impact upon the peoples of Asia and Africa may be overwhelming.

"It may well determine whether Russian or English is the main language of the future."

The eminent Dr. Lloyd V. Berkner, president of Associated Universities Inc.,* was even more sanguine:

"Satellites are of almost immediate commercial utility . . . [there are] a variety of schemes to provide tens of thousands of new channels of communications over great distances . . . The value of such channels for all purposes, including international television, far exceeds the costs of the satellites; they are certain to become regular features of our economy."

Dr. Louis G. Dunn, president of Space Technology Labs. Inc., Los Angeles, has the same views:

"It is my opinion that the most significant development that will emerge out of the various space programs is the use of satellites for a world-wide communication system . . .

"A careful analysis of the relative costs of satellites and of more conventional communication systems shows that even at today's costs the communication satellite costs less than the underseas telephone cable per cycle of bandwidth and is comparable in cost with that of the overseas radio system.

"But what is of utmost importance is that it will do what no other device will do; it will provide the wide bandwidths required for tv, multi-channel telephone and secure communications.

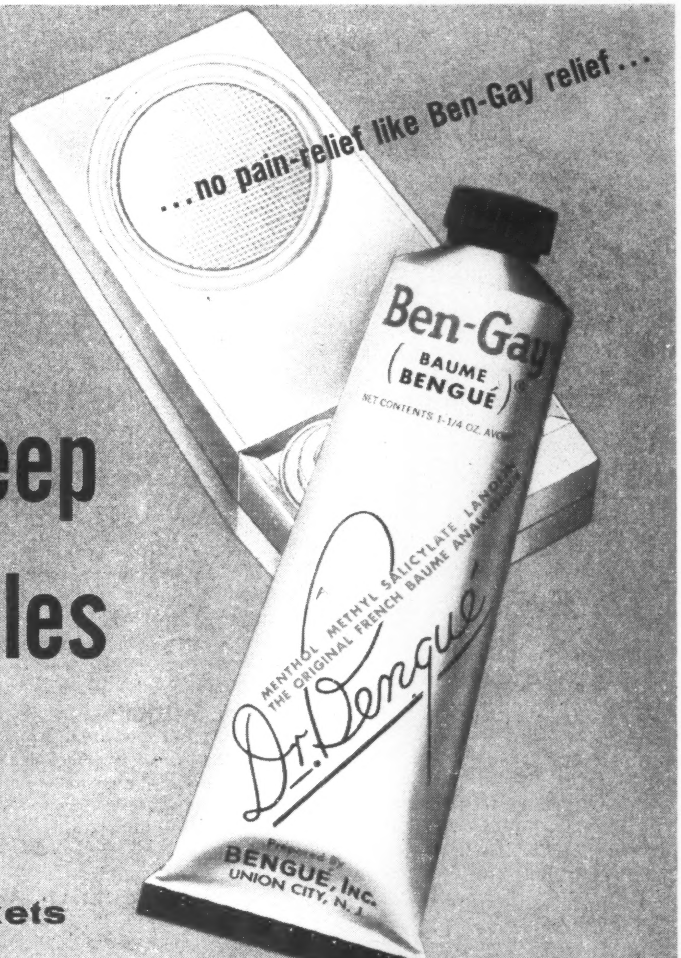
"Literally, it opens a new era of reliable long range communications that may well revolutionize our life. It is safe to predict that this particular use of rocket vehicles will have more direct effect on the man in the street

---

* Associated Universities is a group of universities—including MIT, Harvard, Yale, and Princeton—which run such major undertakings as the atomic Brookhaven Lab. at Brookhaven, Long Island, and the Radio Astronomy Lab. at White Sulphur Springs, W.Va.

Blair Radio Stations keep Ben-Gay sales far in front

in many major markets


...no pain-relief like Ben-Gay relief...
Ben-Gay
(BAUME BENGUÉ)
NET CONTENTS 1-1/4 OZ. AVOIR
MENTHOL METHYL SALICYLATE LANOLIN
THE ORIGINAL FRENCH BAUME ANALGÉSIQUE
Dr. Bengué
Prepared By
BENGUE, Inc.
UNION CITY, N.J.

In the drug field, few products can match Ben-Gay's record of service to several generations.

And in marketing methods, no product is more modern. For in America's major markets, Ben-Gay uses the tremendous selling-power of Spot Radio—*and Spot Radio exclusively* — to maintain its position of leadership.

In many of these major markets, Blair Stations have carried a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling power:

1. *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant program source can duplicate.
2. *Local selling personalities,* who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm.

So when you're thinking about radio, as most advertisers are, talk with your Blair man. In many of your best markets, he represents the stations that sell.

John Blair **and Company**

National Representative for Major Market Stations:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF- KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence-Fall River-New Bedford	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Boise	KIDO
Bismarck	KFYR

than any other development in space technology."

Dr. S. Fred Singer, U. of Maryland physicist, was even more specific:

"At this stage, also, Earth satellites which can act as economical television relay stations become of practical interest; they can receive weak signals from a ground transmitter and retransmit them across oceans. In this way we eliminate the need for expensive submarine video cables or transcontinental microwave links."

Warning Bell • The references to the utility of space communications as cheaper and more efficient than cables brings a sharp *caveat* from Dr. J. R. Pierce, the chief of communications principles at Bell Telephone Labs.

He doesn't deny that space communications will come; in fact he has been a leader in the scientific circles which have worked out many of the theoretical principles to be applied. What does trouble him is whether ultimately space relaying will stand the test of economics.

"This whole satellite business," he said recently, "is basically what can we do, when?"

"If things turn out favorably, this may be a good way to get broadband circuits overseas and from one part of the world to the other." There is, he mused, some doubt whether this will make cables obsolete.

For some time now the Bell system has been working on broadbanding its overseas cables.

Dr. Pierce is a passive reflector advocate. He feels that about 20 such reflectors, put into 3,000-mile-high orbits, would satisfy the requirement that one be "seen" always from any one particular spot on Earth.

This type of space communications, he estimated, would require 100 kw transmitters and 150-ft. antennas on the ground, plus highly sensitive receivers. Such equipment is at hand, he stressed, particularly the receivers. He alluded in this respect to the development of maser amplifiers which have reduced internal receiver noise sharply.

Word From the Top • In Washington, where the National Aeronautics & Space Administration is housed in a one-time Lafayette Park town house, the atmosphere is hurried and intense. This is the headquarters for America's Age of Space.

There Leonard Jaffe, the young (32) chief of communications programming, had some comments to make recently. Mr. Jaffe emphasized first the over-all NASA goal: to prove the feasibility of space communications and to provide the satellites for this purpose.

The ultimate, he said, is a broadband system, capable of carrying multiple telephone service, teletypewriter circuits, even computer data—and of course television.

NASA's next mission, Mr. Jaffe explained, is to put up the 100-ft. balloon. This will be placed in orbit sometime this year. The outside of the balloon will be covered with an aluminized plastic, making it more effective as a passive reflector for radio signals. Its purpose, he stressed, is to permit studies of propagation and reflection characteristics.

The first tests will be with narrowband signals, but before the balloon's span of life is completed, tests will be conducted using 2 mc of bandwidth.

Mr. Jaffe made an exciting point about the balloon satellite: Anyone will be able to use it to bounce signals across great distances. The balloon will be a free-flying sphere. It will be up in space for all to use—military, government, civilian, even Russia.

In five years, Mr. Jaffe predicted, there will be a global communications space relay system of some sort. In 10 years, he estimated, there should be a wideband system in operation—wide enough for television.

Another "SCORE" • Across the Potomac from Washington in the gigantic military beehive that is the Pentagon sits a civilian Signal Corps engineer who has been involved with military communications since before World War II. He is Robert F. Brady, chief of Signal Corps' research and development communications. Mr. Brady was the communications overseer on the Atlas SCORE project last December.

Right now he is immersed in plans for another communications satellite test, target date unknown at the moment. Mr. Brady sees the second test as the decisive one. It will show refinements of the first mission so successfully demonstrated with President Eisenhower's "good will to men" message last Christmas season.

He sees two advances: greater use of higher frequencies which will permit greater bandwidths and, higher orbits permitting, more time when the active relay will be available to be "seen".

The Atlas SCORE satellite electrified the world Dec. 18 when it was put into orbit 115-930 miles above Earth. Notwithstanding the success of the first talking satellite, engineers refer to it as "primitive as a baby's first words."

Mr. Brady's efforts are bent toward active relays. This is the military viewpoint. Passive reflectors, he feels, require powers of too high an order, plus the use of immense antennas on the ground. Active repeaters permit the power requirements to be split between ground and space.

Mr. Brady expressed the hope the other day that in the next test bandwidths up to 100 kc will be used successfully. Within five years, he predicted, this bandwidth will be upped to 1 mc, and in 10 years it will reach the 4-5 mc size necessary for television.

When the basic problems are licked —and the basic problems are environmental and systemental—Mr. Brady foresees a "fixed" satellite 22,000-odd miles from Earth. This would be the ideal device for instantaneous relay, he feels.

Meanwhile, at lower orbits, where a satellite flashes by a fixed Earth spot in about 90 seconds, Mr. Brady sees the delayed type of repeater as ideal.

Besides the technical aspects of putting up a satellite and equipping it to perform as a space relay, there are other difficulties. One of the most vexatious, according to many who have thought things through, is the matter of international agreements.

A communications transmitter circling the globe means transmissions over the United States, over Europe, over Asia—over all the world's nations.

FCC Comr. T.A.M. Craven, a practical communications and broadcast engineer before his appointment to the FCC 2½ years ago, raised this question in a recent discussion.

Today's international assignments of radio frequencies are on a zone basis, he pointed out. In some areas of the world the same frequencies are used for different services. For example, the vhf frequencies which are used for tv on the North American continent are used for fm radio or communications point-to-point services in Europe and in Asia.

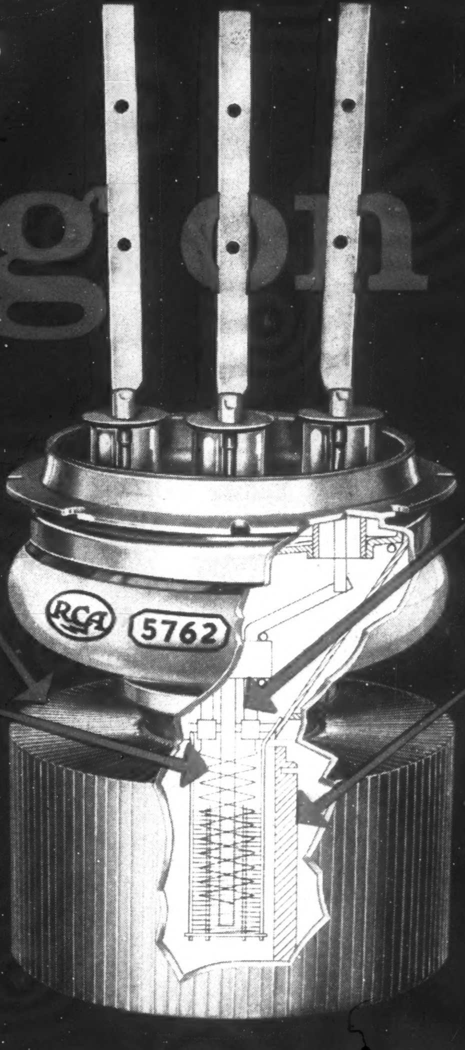
"If the use of frequencies becomes worldwide for a space relay system," Mr. Craven commented, "an entirely new concept of world allocations must be planned." The first such move is on the agenda at this year's international telecommunications conference, scheduled for this summer and fall in Geneva.

This same concern was expressed the other day by A. Prose Walker, the engineering director of the National Assn. of Broadcasters and veteran of many international meetings.

A satellite orbiting around Earth and pumping out radio transmissions, means the requirement for international agreements has become virtually essential. Says Mr. Walker, "If we thought we had problems establishing worldwide allocations before, this is going to make them look like kindergarten play."

The ability to put satellites into space, to make them talk, to use them for linking more closely the peoples of the world is certain of accomplishment. But getting men and nations to work together to utilize these awesome things for the greater benefit of man is not so certain. This is the key to space communications.

It's the "built-in" engineering details that make RCA-5762's long on life



LOUVRED-FIN radiator provides more cooling for a given air flow than a straight-fin type.

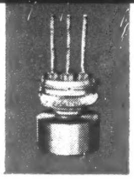
GRID AND SUPPORT ASSEMBLY is "vacuum fired" at more than 1700°F for maximum freedom from gas.

FILAMENT IS "CARBURIZED" in an atmosphere which utilizes liquid-nitrogen-cooled hydrogen (—392°F) for super purity.

ELECTRO-POLISHED ANODE reduces internal arcing in this time-proved power triode.

ENTIRE TUBE is "spot-knocked" at tens of thousands of volts to reduce internal electric leakage.

LONG LIFE is assured by leak-detection analysis utilizing the mass-spectrometer principle during manufacture.



Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.

RADIO CORPORATION OF AMERICA
Electron Tube Division *Harrison, N. J.*

During 363 Weekly
Quarter Hours

KNOE-TV

Has

80% to 98%

SHARE OF AUDIENCE

IN RICH MONROE MARKET

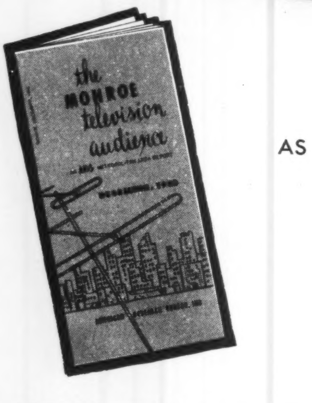
From Sign On To
Sign Off 7 Days A Week

KNOE-TV

Has

79.4%

Average Share Of
Audience



AS REPORTED IN ARB
DECEMBER 1958

JUST LOOK AT THIS MARKET DATA!

And you get more impact and circulation per dollar in radio on

WNOE-Radio* 50,000 watts 1060 KC
New Orleans

KNOE-Radio 5,000 watts 1390 KC
Monroe

**Survey proven No. 1, 6 a.m.—6 p.m. by A. C. Neilsen*

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

KNOE-TV

Channel 18 • Monroe, La.

A James A. Noe Station

CBS • ABC
• NBC •

NOE ENTERPRISES, INC.
James A. Noe, Jr.—President
Paul H. Goldman—Executive Vice President and
General Manager
Represented by H-R Television, Inc.

Norman E. (Pete) Cash, president, Television Bureau of Advertising, predicts rising revenue for tv this year, outpacing the 6.5% estimate for 1958 . . . At least 25% boost in auto advertising in tv expected . . . Liquid detergents will spend $36-40 million in the big push . . . Major effort will be made to win 'new money' for tv . . .

Interview With

Pete Cash

TV GROSS SHOULD RISE 10% IN '59

Since we interviewed you for Perspective '58, the economy has turned around and headed up again. What, in view of that, is your opinion of the prospects for television?

I'm greatly encouraged. While we do not have the final quarter figures for 1958 yet, it should be the highest quarter in the history of television billing. Unless we miss our guess, '58 should be up about 6.5%.

How would that break down?

Network should show an increase of 6%, spot 10% and local 3%, which in dollars will mean a gain of from $1,290,900,000 in '57 to $1,374,000,000 in '58, a 6.4% jump to be exact.

What do you think prospects are going to be for 1959?

At least equal to the '58 percentage increase, but I expect it to go up. We should be gearing ourselves for at least a 10% increase.

Are you in a position to break down your 1959 forecast?

We think we'll see a 5% further increase in network, 10% in spot and 4% in local. These are on the conservative side and I think that we can expect a higher gain in local. But we will be the first to admit that there is too little specific recording of the dollars spent in local television. It's something I hope the Bureau can undertake in 1959 because we already, as you may know, have an excellent documentation of network and spot dollars, thanks to the cooperation of stations, networks and station representatives.

May I here urge other media to give us more current figures on the expenditures of advertisers in their media? An advertising man must have current figures in planning his 13-week or 26-week period ahead, rather than know what went on a year and a half ago.

In what product category is there the greatest possibility of increased business for tv in 1959?

There is a considerable amount of optimism involving the automotive industry. We have just completed a series of presentations in Detroit and I certainly look to Detroit to sell more automobiles, generate more advertising dollars and give television its fair share. That's a category where I think we should anticipate at least a 25% increase. No automotive manufacturer is making television its basic medium yet. They still spend more money in other media.

How do you explain the 25% increase?

I mean over what they actually spent in total in '58. We should see at least a 25% gain in their advertising money.

You mentioned that the auto market should be giving its "fair share." What do you consider a fair share?

An average of 50% of their advertising budget.

What are they now running?

If you took all the motor companies, I think we would average 22% of their total advertising or promotional budget. In 1957, General Motors, of a total of $104 million spent $14 million or about 14% in television. Chrysler was heavier. Of their total $59 million budget, they spent almost $20 million or approximately 34%. Ford, with a $69 million budget, ran $17 million in television. Here we have about 24%. With General Motors pulling us down in the averages again, we're now getting roughly one quarter of their total budget.

This does not, of course, account for the local money of the individual dealers, which would add to this considerably. We've got to get Detroit to recognize this one fact—that television should be their basic medium.

PERSPECTIVE
'59

Are other industries increasing television allocations?

Certainly. The packaged goods industry will continue as heavily as ever, probably more so. Many new products are continuing to break on the market—new in the sense of backing with heavy advertising pressure.

I'm talking, for instance, about the liquid detergent field. Up to this point they've been more or less testing the markets and haven't really launched their big, total campaigns.

That would be additional spot money, wouldn't it?

Not necessarily. It would be a lot in spot, yes, but I think the big soap manufacturers will continue to use their network franchises to carry the liquid detergents. I estimate liquid detergent expenditures in television alone in '59 should run close to $36 to $40 million from about four or five different brands.

What are some of your other targets?

While we have been able to demonstrate and prove to packaged goods manufacturers what television can do and they have, in turn, endorsed television for years as their basic medium, we now have to zero in on those to whom we have not been able to completely articulate the merits of television for their use, particularly to those who are not heavy advertising spenders—new money. This of course is a part of TvB's operation. No one thought that Lestoil would be a hot prospect back in 1954, but now I think the industry and Lestoil have served each other very well.

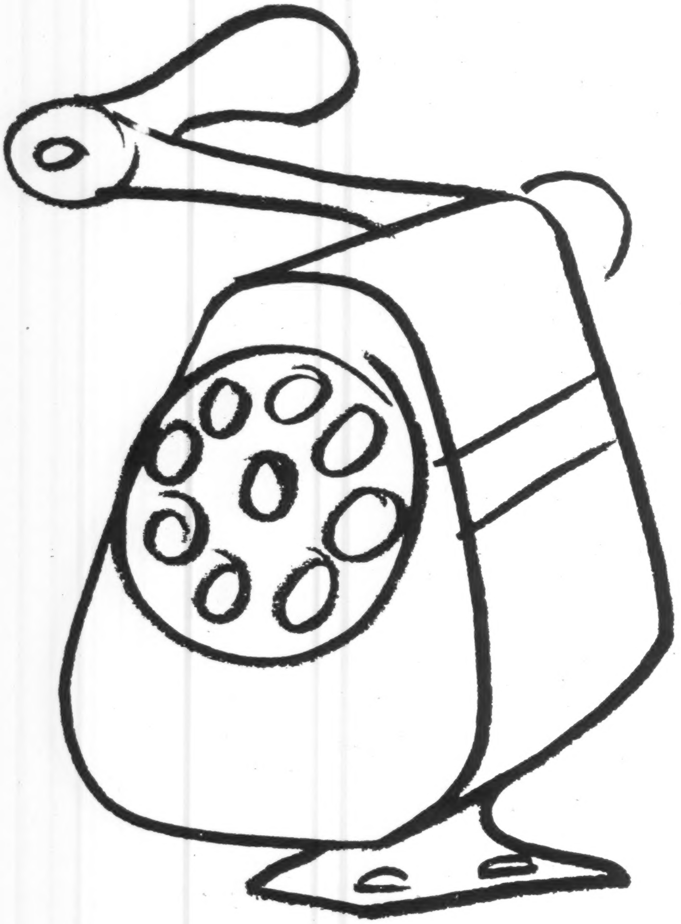
What big sales has TvB made during this past year?

We are very proud of our sales people's work with the National Assn. of Insurance Agents, for the Manhattan Shirt Co., for A. C. Gilbert, Jergens, Sun Oil, among others.

By the way, on all those I just mentioned, this is a combination of effort

WCSH-TV 6

NBC Affiliate Portland, Maine



IT DOESN'T TAKE A VERY SHARP PENCIL TO FIGURE IT.

In fact, one look at the Nov. '58 ARB Metro Report (and a little addition) will show that SIX scored more quarter hour firsts than the other two stations combined.

Your Weed TV man has five straight years of surveys that similarly prove the marked viewer preference for the programs of Northern New England's service-minded SIX. Ask him about them.

Rines TV · RADIO STATIONS OF MAINE

WCSH-TV, Portland
WLBZ-TV, Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

* matching schedule on Ch. 2 in Bangor saves an extra 5%

by the management of these companies, their advertising agencies, and our work. We have seen many of our materials used as direct presentations to various companies, especially by certain medium-sized agencies.

We have the knowledge, I believe, the physical dollars to work with, and obviously the interest to build a good television selling presentation to be used by agencies for advertising managers to their top managers. Whether we are there in person or not doesn't bother anyone a damn bit, as long as the advertising agencies are presenting them in worthwhile context to the plans of a given company. More and more this has been the case with Armstrong Cork, du Pont, Manhattan Shirt, the Ohio Bell Telephone people, just using portions of TvB's presentations on their own—even to the extent of buying them.

Is there one prospect who is pretty hot now?

One group definitely, if you mean from a category standpoint, is insurance.

You think there's money there?

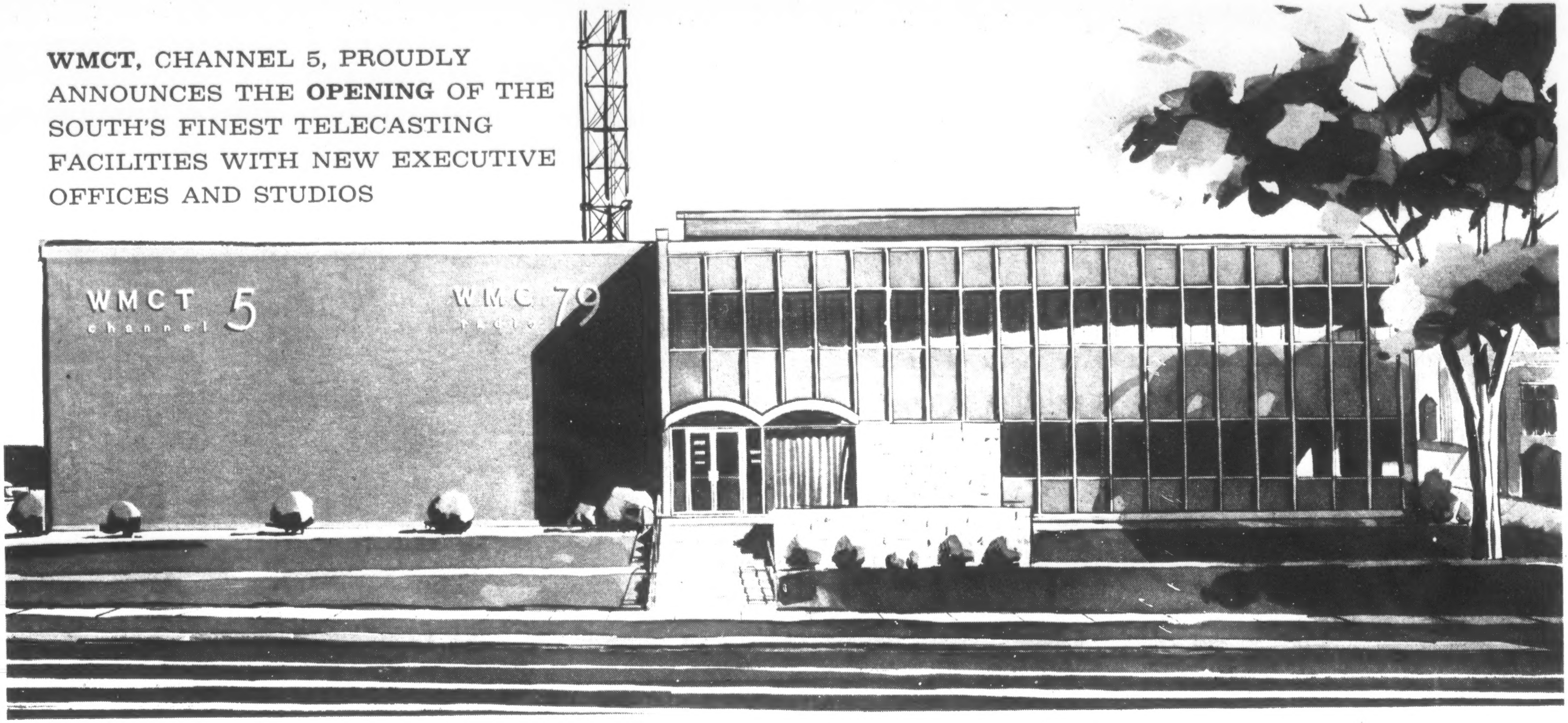
Yes. I don't know how fast it will grow, but I have great confidence in this area. We need re-charging of salesmen-in-the-field's batteries. Not only ourselves and our members, but salesmen of the companies who are using television. For these sales forces, that is what we hope to accomplish with these film presentations and through our upcoming Sales Advisory Clinics.

Do you have somebody like, for example, Sears Roebuck, which off and on has been touted as a big future tv advertiser? Are you after people like that?

We definitely are. We have been working very closely with Sears Roebuck through 1958. It is the request of the management of Sears Roebuck, however, that these things be discussed with Sears Roebuck and that Sears Roebuck report on their total use, plus and minus, or success and failure of the television industry.

I was particularly honored to have Thomas Barnes, advertising manager of Sears Roebuck, come all the way from Chicago to see our presentation at the Waldorf. Similarly, Eugene Duffield, vice president of Federated Department Stores, came from Cincinnati. Top retail chain advertising executives present included Joseph Rowen of W. T. Grant, Herbert Whitkin of the Allied Stores Corp., Joseph Pollard of Interstate Department Stores, John McNamara of Montgomery Ward.

Of course, practically all of the resident buying offices had their executives present such as Thomas Carrol of Frederick Atkins, Morford May of Arkwright, James Gould of Kirby's,



WMCT, CHANNEL 5, PROUDLY ANNOUNCES THE **OPENING** OF THE SOUTH'S FINEST TELECASTING FACILITIES WITH NEW EXECUTIVE OFFICES AND STUDIOS

These, the newest, largest, finest, and most completely equipped television studios in Memphis and the South, feature the latest scientific and electronic developments available to the television industry.

More than ever before, your best buy to reach more people in the rich Memphis and Mid-South area is WMCT—now creating a new image, a new advance in listening and viewing.

WMCT
Memphis

Channel 5
100,000 watts • NBC Affiliate
SHOWPLACE OF THE SOUTH
National Representatives Blair-TV
Owned and Operated by THE COMMERCIAL APPEAL

"The RCA Television Tape Recorder Meets Fondest Dreams

"Monochrome and color pictures recorded and produced by the RCA color television tape recorder are

Tom Howard (kneeling) listens while Frank Bateman, Technical Operation's Manager (right) points out the cue-track recording head to other WBTV executives (left to right) Charles H. Crutchfield, Executive Vice-President, Jefferson Standard Broadcasting Company, and Kenneth Tredwell, Vice-President and Managing Director, WBTV.

WBTV, Charlotte, North Carolina—first television station to record and air a locally produced color television tape recording, has been using RCA Color Television Tape Equipment since September 5, 1958. Their experience has led Tom Howard to report: "It is evident that RCA's design engineers did not limit their efforts to just getting video and audio signals on tape—they remembered that their customers had to maintain and operate the gear day-in and day-out.

MASTER ERASE HEAD A TIME-SAVER

"We like the master erase head. It eliminates the necessity for bulk erasing, assures a clean tape at all times and in many cases allows for selective erasing and re-recording of spots or other program material without destroying the entire contents of the reel. It is a time saver. For instance if there has been a false start or a fluff in a spot or in the early part of a recording it is only necessary to back up the tape and start again. There is no need to remove the reel, bulk erase, replace the reel and start all over again.

BUILT-IN FACILITIES COMMENDED

"We commend the decision of the RCA design engineers that necessary operational equipment should be built-in instead of being made available as 'accessories.' We appreciate their facing the facts of operational life by incorporating the master erase head, the built-in audio monitoring speaker for cuing and continuity, the built-in picture monitor, the built-in CRO, the built-in switcher for picture monitor and CRO input signal selection, the elapsed time meter for slip rings and brushes, the metering of individual

Be Sure to See the New Features of the RCA Color Television Tape Recorder in Operation at NAB Convention, Chicago

# of WBTV Engineers in Daily Operating Conveniences!"

—Says Thomas E. Howard, V.P. Engineering and General Services, WBTV.

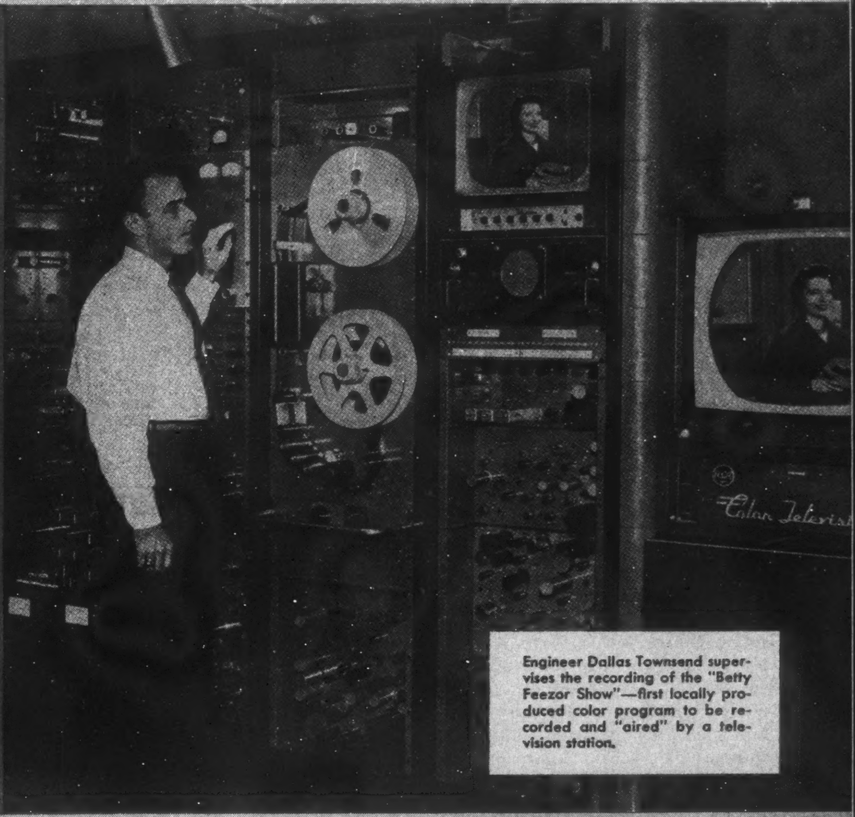
superb, and we are impressed by the convenience and versatility designed into the equipment."

"WE LIKE the master erase head.

"WE LIKE the built-in facilities.

"MOST OF ALL, WE LOVE that cue track. In our opinion, it is destined to be a must in every tape operation."

TOM HOWARD
WBTV



Engineer Dallas Townsend supervises the recording of the "Betty Feezor Show"—first locally produced color program to be recorded and "aired" by a television station.

video head recording currents, the continuously adjustable tape wind and rewind speeds for rapid and accurate cuing of tape, and the built-in test signal channel for rapid check and trimming of color processing equipment, even while a color signal is being recorded.

CUE TRACK A "MUST"

"Most of all we love that cue track—in our opinion it is destined to be a 'must' in every tape operation. The value of the cue track seems to be limited only by the imagination and ingenuity of the user.

"We use the cue track to bridge the program director's channel during record operation. This channel becomes our cue reference. This big feature has enabled us to salvage some 'fluffed' spots in programs or to insert new spots—live or on film—in a program that has already been recorded.

AVENUE TO AUTOMATION

"RCA's pioneering in incorporating the cue track in television tape recorders is a valuable contribution to smoother tape operation and definitely opens another avenue to automation."

Your RCA Broadcast Representative will gladly provide further particulars about the RCA Color Television Tape Recorder and help to integrate this equipment into your facilities. In Canada, write to RCA VICTOR Company, Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

Tmk(s) ®

. . . Television can meet retail flexibility demands . . . Hard liquor is not a new business prospect . . . More airline business could be had if tv didn't give away so many free plugs . . . Tv is costly but not expensive. The measure is, 'How many people do you reach. It may even be a curse of ours, that we have too much circulation.' . . .

Interview with

Pete Cash

Felix Lilienthal of Lilienthal and so on. An officer of Macy's was with us, Gimbel representatives, furniture stores, men's clothing stores, shoe chains, women's specialty stores, grocery chains, and so on.

Shooting strongly for the retail market in '59, is this not going to demand greater flexibility in the patterns of doing business in television?

The answer is yes and we are ready to. We can make patterns flexible. But we cannot do it if a man says, "I'm not sure which week in 52 I want to use your facilities." He doesn't use any other media that way, or he shouldn't. We have got to know at least three months in advance what his plans are.

I don't mean he has got to be active each one of the 52 weeks. But we can't work with this giant economy of the retail picture on a two and three-day notice or with no prior notice at all. If we know he wants to use us when he has certain specials that are coming up and they are logically coming up in the third week in March, this is sufficient information. That's all we want.

Are you handicapping yourself? The newspapers don't demand that advance notice.

Because they have the advantage of putting in more pages or taking them out.

Hasn't Allied Stores been pretty successful in tv?

Yes. Again this is a market-by-market situation with some stores using very little television and other Allied stores such as Maas Bros. in Tampa-St. Petersburg using a considerable amount. In fact we are told that one of Allied's western stores is using 85% of its entire advertising media budget in television. Allied has a new vice president in charge of sales promotion [Herbert Whitkin] who has given new consideration to television media and we expect to see more Allied stores using more television.

What other categories are you hitting now?

We have a long way to go in the food processing and meat packer area. The West Coast is now showing some indications of upbeat in the budgets from the food processors there.

Do you consider hard liquor a prospect?

No, I don't.

How do you go about reaching the man with a "better mousetrap?" Do you see a number of other new products on the horizon that tv is going to get first crack at?

Not particularly an innovation, but certainly in the field of the small car, this is an area where Renault right now is showing a very brilliant use of tv. Foreign cars plan to spend $4 million in '59 in advertising. I hope that we get our fair share of this because again we can beautifully demonstrate the advantages of a small car, as Renault is articulating so well in its commercials.

I look forward to a new product called the variable annuity in the insurance field which seems to bear investigation on the part of a lot of people. The mutual fund has a new product and they happen to be in conflict with each other, by the way. Basic insurance is in conflict with the mutual fund concept.

From other areas new products are evolving. We see in airplane traffic another area which unfortunately to this date has not been fully sold on tv.

They get too many free plugs?

This is probably the basic reason. Why should you buy when it is given away? And this is a practice we should definitely curtail. I don't know the exact figures of what share of transportation, personal transportation, the air industry must have with the advent of the tremendous investment they are making in jets. It is pretty pathetic and some of the figures are hard for me to believe, but the number of people who have ever flown is still under 10%.

Some of the criticisms of tv current are that it costs too much money, driving the small advertiser out of the marketplace and at the same time forcing the large advertisers to share with others and lose sponsor identification. Do you see any change in this situation?

I don't think it's a true one to begin with. The medium is costly but it's not expensive. I think if we can hammer this home we'll be doing all a service. It *is* a costly medium, but the difference here is that it is *not an expensive* medium, by the very base of all advertising people: how many people do you reach? It may even be a curse of ours, that we have too much circulation. Tv can grow only as fast as the population.

How much faster *can* you grow? For years they have been saying we've almost reached the saturation point. The happy thought is that as America grows, television can grow. I feel frankly this is our greatest strength. Especially as we pick up the tremendous population coming up underneath us who are more oriented to television than they are to any other medium. It will be their basic means of communicating with the world. I'm talking about the tremendous population growth anticipated in this country.

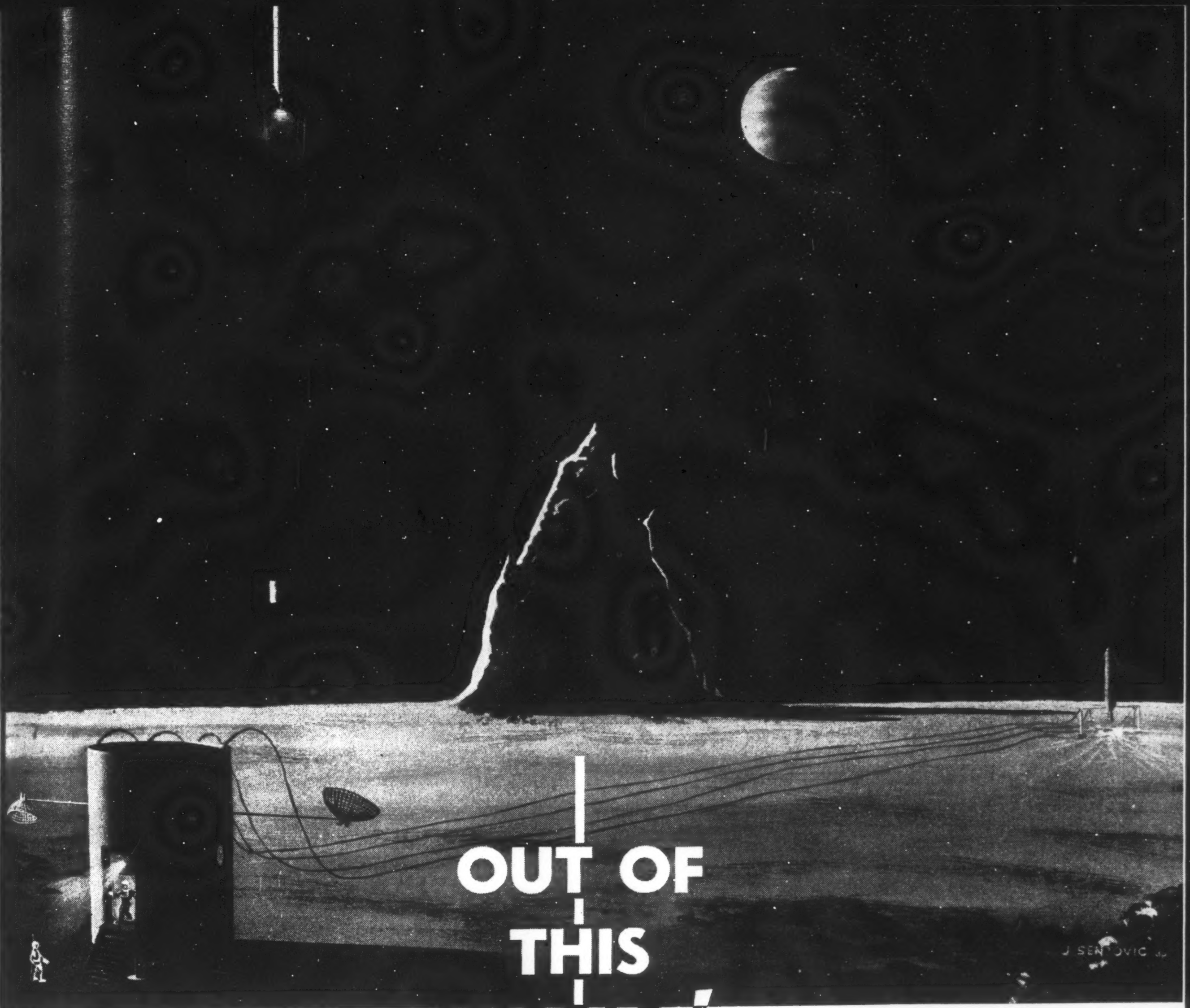
Particularly in the next 10 to 15 years?

You're so right. This is really where the whole thing is going to hit pay dirt. When America will reach a fantastic economy in 1962-65. This is excellently documented, by the way, by J. Walter Thompson Co. They show that our total population's growth was 34% from 1940 to 1959, while the 20-year-old to 39-year-old group, basically the force from which we must draw our salesmen, has only grown 9%.

Because of the difficulty of hiring good salespeople, more and more reliance is on advertising, and we feel the closest thing to the human salesman is television. Obviously, to an insurance industry this is extremely important. You find Prudential, for instance, with 22,000 salesmen. But, where do they go now to draw new salesmen, unless we increasingly put in their hands top-flight advertising to really open the doors—even as Prudential has done through their use in the past of radio and today, television?

Do you think there'll be other insurance firms imitating Prudential as far as television is concerned?

We have had considerable interest on the part of other insurance companies we have talked to about using more television. Particularly when they see figures such as those from the McCann-Erickson 1958 media study on the cost-per-thousand adults, showing newspapers at $10; magazines, $5.11; com-



OUT OF THIS WORLD!

• COUNTDOWN 2 . . .

Television didn't wait for a landing on the moon. It's extra terrestrial right now, as the best buy for any canny advertiser who wants results with the million pound thrust-lift. No other medium has television's unbelievable power to move people, move merchandise, and at so low a cost per thousand. Let its critics say what they will, television's big future is *here* . . . today and every day. No waiting for the next big shot at the moon!

• COUNTDOWN 1 . . .

In the big WLAC-TV 91 county area, more than 400,000 TV homes rely on Channel 5. Current ARB (November 1958) Area Survey shows WLAC-TV with a great audience value of 44% from sign-on to sign-off seven days a week. Blast off your advertising campaign and hit the earthlings through WLAC-TV. *It's an easy shot . . .*

Take five: and get 44% of the audience!

The illustration is a photograph of Sentovic's painting depicting a proposal by Krafft A. Ehricke, of Convair's Astronautics Division, for landing nuclear-powered space liners on the moon. The rocket is backed down until its gondola touches the surface with a 15,000-pound payload. Its crew communicates with Earth (upper right) by microwave antennas.

CBS

NASHVILLE 5

WLAC-TV

pared with television, evening half-hour programs, at only $4.28.

How is it McCann-Erickson can come up with this figure while the Newspaper Bureau of Advertising this last fall came up with figures attempting to show that television is the most expensive?

Well, let us say that both the Newspaper Bureau and the Television Bureau might be biased to prove that we are the least expensive of our respective media. However, when you go to a neutral source, like one of the major agencies of the world, with billing in excess of $250 million, *they* didn't pull these figures out of the air just to be arbitrary and say, "We like television."

Do you think that the cost-per-thousand is going to hold in tv?

I think it's pretty well stabilized. If anything, it probably should rise. It should rise from the sheer standpoint of economics. It costs us more money to do business. Every other medium doesn't make any bones about this. We're the only medium in this period of '50 to '58 that has *decreased* its cost-per-thousand and this by a considerable extent. We are all facing an inflationary force in this country and these costs are going to go up despite our best efforts to hold them down.

Is it also because circulation will not rise as fast as it has been rising?

It's almost the law of supply and demand. We should never be in, as I said last year, a sold-out position and we're sold out again this year. This is caused by one of two things: either we're priced too low or the advertiser realizes it's such a good bargain or maybe they're both one and the same.

I remember that for Perspective '58 we asked about the selling season and I think you said it was kind of tough last winter. What does it look like now?

Selling will really be easier. I'm very optimistic about '59 for many reasons. The economy should be better, people are better informed and advertisers know that advertising is a worthwhile investment.

Now it's our job and we have some fine tools available to show advertisers why and where television fits in their overall advertising projects. I refer to our presentations such as the "Vision of Television"; "E-Motion," which is based on a study of the motivational drives of people and how they use the various major media; and most recently, our "Plus-over-Normal," a good articulation of what the medium can do, how it is being used and how it should be used by retailers. Again, as noted in "Plus-over-Normal," we need the support of the advertising agencies—the creative branch—to work with the retailer.

Some retailers, including R. H. Macy, are using the creative brains of Madison Ave. In their case, the Grey Advertising Agency. Macy, I think, completed its first full year in television in '58, and some of their branch offices, like the important Macy San Francisco operation, working with the TvB West Coast office, are now active in television.

We have a long way to go in this area, but there are tremendous dollars involved. Unfortunately, from what our research shows, the net profit picture for the retailer gets smaller and smaller, and yet his basic reliance has been almost entirely on one medium. I don't see how they can fail not to use television in '59 on a much larger scale.

Do you think television is in a position to supplant the door-to-door salesman? I'm thinking of two particular products which have not used media advertising to any great extent at all—Electrolux and Fuller Brushes. Has TvB been beating on their doors?

We have, but, frankly, with not very much success. We see some indications of a greater interest on the part of Electrolux than we do on Fuller Brush.

Channel 2, Florida

• DOMINATES AMERICA'S 4th FASTEST GROWING MARKET!
• COVERS MORE OF FLORIDA THAN ANY OTHER TELEVISION STATION!

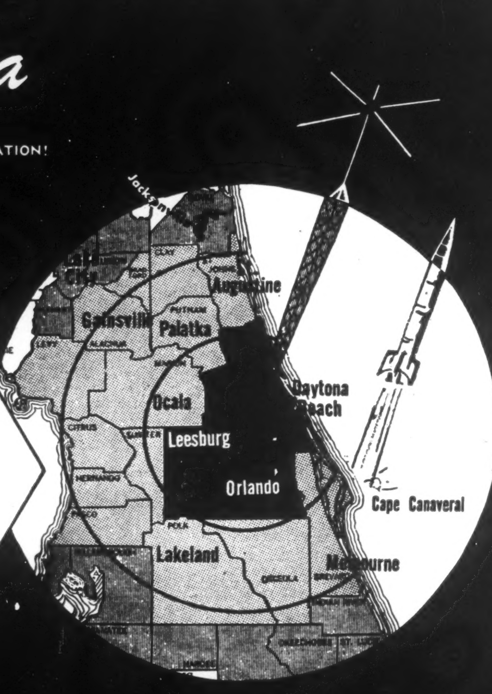
1,000 FOOT TOWER NBC 100,000 WATTS

— 1956 - 57 MARKET EXPANSION —
• Population up 8.4%!
• Buying Power up 15.0%!
• Total Retail Sales up 13.0%!
• Food Store Sales up 17.9%!
• 192,300 TELEVISION HOMES —

"The Choice of National Spot Advertisers"

WESH-TV

General Offices: Daytona Beach, Florida
AVERY-KNODEL, INC., National Representatives



To answer specifically, no advertising medium can fully supplant the direct handling of the salesman and his calls and service.

But Avon Cosmetics had shown us the way with a heavy reliance upon television. Avon's expenditures, according to our records, were $800,000 in 1953, mostly in magazines, none in television. In 1957 they spent $3 million of which $2.3 million or 76% was in television.

What about sales for those two periods?

Avon sales jumped from $47 million in 1953 to $100 million in 1957.

How does Avon use television?

Avon has been using the medium as a door-opener. It has always been a concept of Prudential, for instance, to use advertising as a pre-selling device for the salesman because his time is expensive. And if I'm going to have to knock the door down and say, "Look who I am," and then get rapport built up for my company before you have any confidence in me, this can be costly to a company.

Prudential now has 69% of its money in the television medium, as reported by Carroll M. Shanks, the chairman of Prudential, at our annual meeting. It's pretty indicative of hard dollars on the barrel head and their belief in the necessity of advertising as well as a pretty heavy reliance upon television. And, their sales are phenomenal. In 1956 I think they did something like $9.5 billion in new policies and in '57 they did $12 billion. They are now the leading insurance company, as far as new sales are concerned, in the world and second only to Metropolitan in total insurance in force.

You also see such wonderful growth companies as Polaroid, whose sales were $26 million in '53 and $48 million in gross sales in '57, with 56% of their budget in television in 1957.

How does the growth of television stack up with the other media? Will tv get a greater share in '59 than it got in '58 of the total ad dollar?

Yes, it will definitely get a greater share. Tv got about 14% for 1958. $1.4 billion against $10 billion total. We originally anticipated $10.5 billion in ad expenditures in 1958 but it cut back to $10 billion because of economic pressures. We'll certainly go back up to $10.5 billion in '59, at least. If we run just the very same percentage—and I know we will increase it—we should have a very healthy year.

How about length of contract? Are we getting more of the in-and-out?

It continues. The records show that the commitments are shorter than we used to know years ago of the 26-week, 39-week and 52-week buy.

What is tv's solution to this?

It's an educational job—to get across the idea that the American population that we are trying to sell is consuming 52 weeks of the year. We have got to get out of these valleys which we see in June, July, even January.

What are you doing to get out of the valleys?

The primary target—new money. Some who are using the medium now obviously find that they can allow these valleys and do very well. We have got to find advertising to fill the valleys. This is not the easiest thing to do except when we look at such areas as outboard motors or American families owning their own boats.

Using some of the data we prepared for the Detroit presentation, the amount of money that Americans spent in new boating in 1957 would have bought 760,000 automobiles. Foreign travel walked away with the equivalent of 1,330,000 automobiles. New insurance premiums with 480,000 automobiles.

Now, here is why I come back to Detroit for a moment; while they are certainly underspent in our medium, they too are fighting for the consumer dollar, through advertising.

You mentioned earlier that we

KARK-TV
DELIVERS
MORE
TV
HOMES
THAN ANY OTHER LITTLE ROCK STATION

SEE PETRY FOR FACTS ON KARK-TV'S BIG LEADS . . . IN COVERAGE AS SHOWN BY NCS No. 3 . . . IN AUDIENCE DURING PRIME TIMES AS SHOWN BY OCT. AREA ARB.

FAMOUS BRANDS of Texas

6666

FOUR 6's

FOUR SIXES IN A CARD GAME WON A RANCH FOR S. B. BURNETT IN CIRCENTA COUNTY, TEXAS IN 1885. HE TOOK 6666 FOR HIS BRAND, AND LATER TEXAS CHRISTIAN UNIVERSITY SHARED IN THE GOOD LUCK THE FOUR SIXES BROUGHT.

ANOTHER BRAND BECOMING FAMOUS IN THE TEXAS PANHANDLE . . .

K-7

Strike while the iron is hot! Our brand—K-7—sells your brand in a rich and growing four state marketing area. New full power, new full day programming, new ABC interconnection, and new management add up to an electrifying NEW force on the High Plains. Get the K-7 story from the Bolling Company.

K-7

KVII-TV

amarillo, texas

. . . Rate panics during slow-sell periods catch stations later in the rate-protection trap. . . Station-by station, positive on-air promotion will counter-balance current criticism . . . Color tv credit goes to RCA.

Interview with

Pete Cash

were over the bottleneck situation. Do you see another bottleneck coming up?

It all depends upon how much faith we have in our rate structure and in our ability to sell the medium at those rate structures. If we panic because of a two or three-month period where sales are tough and hold our rates down, later, when our audiences swell, we will find ourselves in a rate-protection situation, the very trap that we're in now.

To coin the old phrase, "you lose money on every sale but you hope to make it up on the volume." This is what one of our directors says is "self-assassination of station management."

Last year we talked about daytime television and about it being very heavily discounted. What is the situation now?

It is the toughest thing in the world to buy today. Basically, daytime television is no longer a selling problem. Nighttime ID's happen to be a selling problem. We have to re-educate the advertiser to what he can do in 10 seconds. Here again is required a re-education about the abilities of the 10-second ID to carry its weight, but it takes a real creative brain. This is where our advertising agencies have got to come through for us, to say we can do it in 10 seconds.

I am told that a billboard should have seven words on it and no more. Well, how many words can you get into an 8-second or 10-second ID? Where are billboards? There is about $200 million invested in billboards each year. There must be a considerable increase for the advertiser's efficiency if we can give him more words and more exposure for less dollars—and we've got the product available. But it takes the creative approach.

What can be done to offset the criticism and attacks that are made against television, especially in the print media?

A very thorough, station-by-station, positive, on-the-air promotion job has got to be done. We have constantly to alert personnel to the need for it. Why should competitive media sell television for us? It should be just the opposite, which is what is happening. The public must be sold, by tv through tv.

What about the innovations in tv, the physical innovations like videotape and color?

I don't know. First on videotape: If the unions and management would be cooperative. Management has already made its big investment, both in researching the product, in buying the product and trying to make it more usable for advertising. It is a brilliant way of making better programming and flexible and efficient for the advertiser's use. But it can be killed if we run into serious union problems.

It is about time, for instance, to speak to the people who might help contribute to the growth of this medium, the unions themselves, whose fine talents should be devoting more time to the positive story of what television means to the American economy and to the people—gratis.

On color itself: Well, I'm the most pro-color guy that ever came down the pike and it's been in my home for three years. RCA's the only one that's taking any of the share of the responsibility of selling color television. The reason I think we sell cars as well as we do, or liquid detergents as well as we do, is that a lot of advertising makes people realize the benefits of these two things. The market is there.

What are the plans for TvB in 1959?

We will definitely increase our sales force. We will have a major study on audience composition soon. We will step up our on-the-air campaign.

How much greater is your budget this year than last?

It will increase about $60,000, to a point just under a million dollars. But to keep it in focus, we are still half the size of the newspaper bureau's budget. We will continue documentation of success stories as we have done with automobiles, banks and retailers. Under the heading of things we hope to see accomplished in 1959, as part of the service which all media bureaus are trying to perform for advertisers and their agencies: better knowledge of dollar expenditures in all media and—more currently done. Also, more positive media presentations to other industries.

AS OF FEBRUARY 28, 1959

The growing list of

MAJOR MARKETS EQUIPPED FOR VIDEOTAPE* RECORDING

Networks

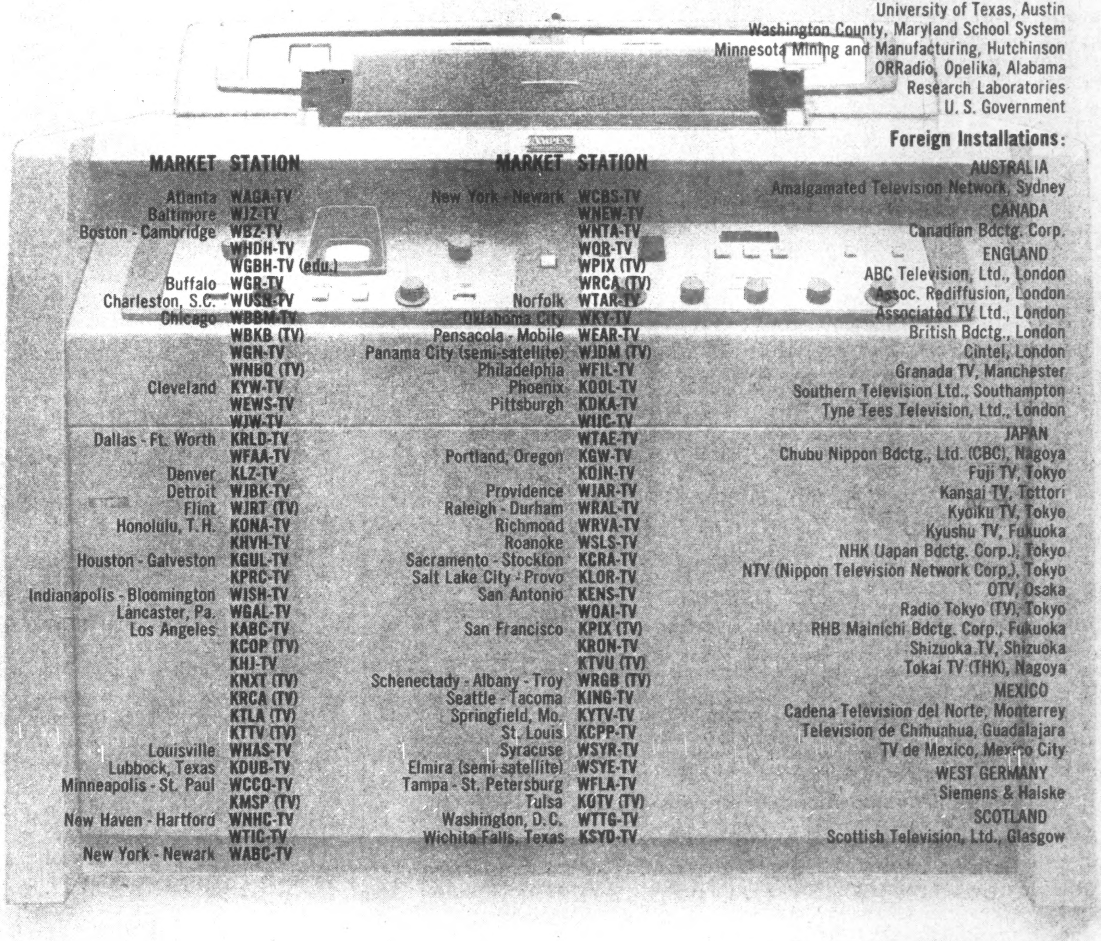
ABC · CBS · NBC

Studios and Others

Elliot, Unger and Elliot, New York
Filmways, New York
Intercontinental TV, Inc., Camden, New Jersey
Telestudios, Inc., New York
Termini Video Tape Services, Inc., New York
Videotape Productions of New York, Inc.
Yonkers Raceway, New York (closed circuit)
University of Texas, Austin
Washington County, Maryland School System
Minnesota Mining and Manufacturing, Hutchinson
ORRadio, Opelika, Alabama
Research Laboratories
U. S. Government

Foreign Installations:

AUSTRALIA
Amalgamated Television Network, Sydney
CANADA
Canadian Bdctg. Corp.
ENGLAND
ABC Television, Ltd., London
Assoc. Rediffusion, London
Associated TV Ltd., London
British Bdctg., London
Cintel, London
Granada TV, Manchester
Southern Television Ltd., Southampton
Tyne Tees Television, Ltd., London
JAPAN
Chubu Nippon Bdctg., Ltd. (CBC), Nagoya
Fuji TV, Tokyo
Kansai TV, Tottori
Kyoiku TV, Tokyo
Kyushu TV, Fukuoka
NHK (Japan Bdctg. Corp.), Tokyo
NTV (Nippon Television Network Corp.), Tokyo
OTV, Osaka
Radio Tokyo (TV), Tokyo
RHB Mainichi Bdctg. Corp., Fukuoka
Shizuoka TV, Shizuoka
Tokai TV (THK), Nagoya
MEXICO
Cadena Television del Norte, Monterrey
Television de Chihuahua, Guadalajara
TV de Mexico, Mexico City
WEST GERMANY
Siemens & Halske
SCOTLAND
Scottish Television, Ltd., Glasgow



MARKET	STATION
Atlanta	WAGA-TV
Baltimore	WJZ-TV
Boston - Cambridge	WBZ-TV
	WHDH-TV
	WGBH-TV (edu.)
Buffalo	WGR-TV
Charleston, S.C.	WUSN-TV
Chicago	WBBM-TV
	WBKB (TV)
	WGN-TV
	WNBQ (TV)
Cleveland	KYW-TV
	WEWS-TV
	WJW-TV
Dallas - Ft. Worth	KRLD-TV
	WFAA-TV
Denver	KLZ-TV
Detroit	WJBK-TV
Flint	WJRT (TV)
Honolulu, T.H.	KONA-TV
	KHVH-TV
Houston - Galveston	KGUL-TV
	KPRC-TV
Indianapolis - Bloomington	WISH-TV
Lancaster, Pa.	WGAL-TV
Los Angeles	KABC-TV
	KCOP (TV)
	KHJ-TV
	KNXT (TV)
	KRCA (TV)
	KTLA (TV)
	KTTV (TV)
Louisville	WHAS-TV
Lubbock, Texas	KDUB-TV
Minneapolis - St. Paul	WCCO-TV
	KMSP (TV)
New Haven - Hartford	WNHC-TV
	WTIC-TV
New York - Newark	WABC-TV

MARKET	STATION
New York - Newark	WCBS-TV
	WNEW-TV
	WNTA-TV
	WOR-TV
	WPIX (TV)
	WRCA (TV)
Norfolk	WTAR-TV
Oklahoma City	WKY-TV
Pensacola - Mobile	WEAR-TV
Panama City (semi-satellite)	WJDM (TV)
Philadelphia	WFIL-TV
Phoenix	KOOL-TV
Pittsburgh	KDKA-TV
	WIIC-TV
	WTAE-TV
Portland, Oregon	KGW-TV
	KOIN-TV
Providence	WJAR-TV
Raleigh - Durham	WRAL-TV
Richmond	WRVA-TV
Roanoke	WSLS-TV
Sacramento - Stockton	KCRA-TV
Salt Lake City - Provo	KLOR-TV
San Antonio	KENS-TV
	WOAI-TV
San Francisco	KPIX (TV)
	KRON-TV
	KTVU (TV)
Schenectady - Albany - Troy	WRGB (TV)
Seattle - Tacoma	KING-TV
Springfield, Mo.	KYTV-TV
St. Louis	KCPP-TV
Syracuse	WSYR-TV
Elmira (semi-satellite)	WSYE-TV
Tampa - St. Petersburg	WFLA-TV
Tulsa	KOTV (TV)
Washington, D.C.	WTTG-TV
Wichita Falls, Texas	KSYD-TV

934 CHARTER STREET · REDWOOD CITY · CALIFORNIA

Offices and Representatives in Principal Cities Throughout The World

VIDEOTAPE™

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

THE BROADCAST AUDIENCE IN 1959

Tv coverage approaches the saturation radio has already gained

There is a good chance that 1959 will be put down as the year when television's physical coverage reached maturity and stability.

In the past, set ownership has bounded from one new peak to another in big percentage leaps. These already have begun to shorten. Many authorities expect that television's growth from here on will have a closer and closer ratio to the growth of the nation's population itself.

Some 43.5 million, or 85% of all U.S. homes had television in late 1958. That was 5.6% (2.3 million homes) more than the year before, compared to a gain of 9% (3.5 million) in 1957 over 1956.

Radio-Tv Far Ahead • Whatever the future rate of growth, however, television's circulation is second only to radio's. No other medium comes close.

LOOKING AND LISTENING

Average hours per day . . .

How well did radio-tv fare in the 1957-58 season? This table tells, month by month. It shows the average hours of listening per radio home and average hours of viewing per tv home, per day, for the U.S.

Month	Radio listening (radio homes—millions)	Tv viewing (tv homes—millions)
Oct. 1957	1.9	5.5
Nov.	1.8	5.9
Dec.	1.8	6.0
Jan. 1958	1.9	6.1
Feb.	2.0	6.1
March	1.9	5.9
April	1.9	5.6
May	2.0	4.2
June	1.9	4.3
July	1.8	4.2
Aug.	1.7	4.1
Sept.	2.0	4.1
Oct.	1.9	5.0
Nov.	1.9	5.4

Total hours per day . . .

Americans collectively do a lot of tv looking and radio listening every single day of the year, but how much? Nielsen measures these total hours of daily looking and listening for October of each year:

	Radio	Tv	Total	U.S. Radio Homes (millions)	U.S. Tv Homes (millions)
	(figures are	millions of	hours)		
1956	95	190	285	47.6	37.7
1957	92	218	315	48.4	41.2
1958	98	216	314	49.2	43.5

HOMES LISTENING

Daytime and nighttime per-minute average . . .

Here's the per-minute average for each hour of the day measured in number of radio homes listening and the percentage of total radio homes. Again, the month used for both years is October.

	1957		1958	
Time	Average per-minute (percent)	Radio homes listening (millions)	Average per-minute (percent)	Radio homes listening (millions)
Daytime Monday through Friday				
7-8 a.m.	11.9	5.8	12.4	6.1
8-9	14.8	7.2	16.5	8.1
9-10	12.8	6.2	15.1	7.4
10-11	12.7	6.1	14.1	6.9
11-12 noon	11.7	5.7	12.8	6.3
12-1 p.m.	13.0	6.3	13.0	6.4
1-2	13.0	6.3	13.2	6.5
2-3	10.8	5.2	11.2	5.5
3-4	9.9	4.8	10.5	5.2
4-5	8.9	4.3	9.5	4.7
5-6	9.9	4.8	9.8	4.8
Nighttime Sunday through Saturday				
6-7 p.m.	10.6	5.1	10.4	5.1
7-8	8.6	4.2	8.6	4.2
8-9	7.4	3.6	7.3	3.6
9-10	7.6	3.7	6.9	3.4
10-11	7.2	3.5	6.2	3.1
11-12 midnight	6.0	2.9	4.8	2.4

Radio long ago reached the stabilized position that television now seems headed for. It's been years since radio's growth looked like much in the percentage column, simply because it was so close to saturation. But it has kept growing.

In late 1958 there were 49.2 million radio homes, representing better than 96% of all homes. The new growth was less than 2% over 1957—but represented more than 800,000 new radio homes. And these totals omit millions of automobile sets and second, third and even fourth and fifth home receivers.

These figures, for comparable fall periods, and other basic indicators were supplied by the A.C. Nielsen Co. for this second annual "Perspective" issue of BROADCASTING. (For details on listening and viewing habits, see accompanying tables prepared by the Nielsen company.)

Tv Ownership Spread • While radio ownership is spread fairly uniformly across the U.S., tv ownership is highest in the Northeast, where 91% of the homes are tv-equipped as against the national average of 85%. East Central (89%) is next, followed by West Central and Pacific (86% each) and the South (76%).

But while the South is least saturated in percentage of total homes, it offers the second largest number of tv homes in the nation (21% of U.S. total tv homes). The Northeast has most, 28%; West Central has 19%, East Central 18% and Pacific 14%.

The Nielsen material indicates that, aside from physical coverage, television also is reaching a plateau in another area—viewing. This is true also in radio, although in fact listening showed an upward turn in October 1958 after slight fluctuations in recent years.

In the average radio-tv home, more time is spent watching and listening than in any other activity except working and sleeping—and in some homes sleeping's No. 2 ranking may be in jeopardy.

Looking and Listening • In the average radio home in October 1958, listening to radio and looking at television accounted for 6 hours and 24 minutes per day. In total this represented no change from 1957, but it did involve a six-minute decline in watching that was exactly offset by a six-minute gain in listening.

Thus, where the average radio home listened 1 hour 54 minutes per day in

October 1957, the figure for October 1958 was 2 hours even—back to the 1956 level. Viewing, on the other hand, dropped from 4 hours 30 minutes a day in October 1957 to 4 hours 24 minutes in October 1958. Both 1957 and 1958 watching totals were higher than the 4 hours recorded as the daily average for October 1956.

In television homes—as distinguished from radio homes, which do not universally possess tv—the watching time runs about an hour higher than was found in the measurement of radio homes. The average, according to Nielsen, is 5 hours 24 minutes a day, a decline of 27 minutes from the 1957 average of 5 hours 51 minutes.

Asian Flu Impact • This decline does not necessarily mean that normal viewing is declining. Some experts have maintained that the 1957 figures were abnormally high, traceable at least in part to the 1957 epidemic of Asian flu. Thousands thus bedded were therefore more than usually accessible to television during the time the 1957 measurements were made.

The slight drop in viewing in 1958 is also documented by Nielsen in a study of the audiences of 60-minute and 30-minute nighttime network programs. In October 1957 there were 24 hour-long programs and they had an average audience of 22.5%; in October 1958 the number had risen to 30 and the average audience figure was 20.8. In the same period in 1957 there were 97 half-hour shows, with audience averaging 20.5 percent; in 1958 there were 87 such shows and their average audience was 19.7.

Three program types showed average-audience gains in October 1958 as against October 1957; the rest maintained their levels or dropped slightly. The three gainers were 60-minute dramas of the general type, whose average audience rose from 17.9% to 18.9% (30-minute general dramas dropped from 22.7% to 20.3%); suspense dramas (all 30 minutes), which went from 19.7% to 20.2, and adventure shows (also all 30 minutes), which climbed from 16.1% to 18.4%.

Half-hour westerns just about held their own, with average audiences going from 25.9% to 25.2 (a comparable figure for hour-long westerns was not computed for 1957, but for 1958 it was 23.9%). Situation comedies slipped a little, from 22.5 to 21.7; variety programs of both lengths dropped somewhat, 60-minute versions from 22.3 to 20.9 and half-hour editions from 18 to 16.7; quiz and audience-participation shows dropped dramatically—not a surprising development after the 1958 "scandals" sped up an already evident slippage—from 25.1% in 1957 to 18.9% in 1958.

HOMES LOOKING

Daytime and nighttime per-minute averages . . .

The viewing pattern fluxes hour by hour during the day. But which way and how much? Here's the per-minute average for each hour of the day measured in number of television homes viewing and the percentage of total tv homes. The month used for both years is October.

Daytime Monday through Friday

	1957		1958	
Time	Average per-minute (percent)	Tv homes viewing (millions)	Average per-minute (percent)	Tv homes viewing (millions)
7-8 a.m.	2.2	0.9	3.8	1.7
8-9	7.2	3.0	8.6	3.7
9-10	11.4	4.7	9.5	4.1
10-11	12.7	5.2	10.6	4.6
11-12 noon	15.6	6.4	14.5	6.3
12-1 p.m.	19.1	7.9	17.9	7.8
1-2	20.5	8.4	18.6	8.1
2-3	21.2	8.7	18.1	7.9
3-4	21.6	8.9	19.5	8.5
4-5	23.3	9.6	23.3	10.1
5-6	23.8	9.8	25.5	11.1

Nighttime Sunday through Saturday

6-7 p.m.	31.0	12.8	31.2	13.6
7-8	42.3	17.4	45.4	19.7
8-9	55.7	22.9	57.6	25.1
9-10	61.5	25.3	60.7	26.4
10-11	58.3	24.0	53.1	23.1
11-12 midnight	42.0	17.3	33.0	14.4

Night-by-night breakdown . . .

Here is the percentage of U.S. television homes tuned-in hour by hour and night by night for October 1958 (New York time).

	7-8 p.m.	8-9 p.m.	9-10 p.m.	10-11 p.m.	11-12 midnight
Sun.	50.2	60.3	59.0	51.7	31.5
Mon.	44.1	58.8	63.0	53.0	30.3
Tues.	45.5	58.8	62.9	52.0	30.7
Wed.	45.8	58.8	62.7	52.7	31.9
Thurs.	42.9	55.2	59.9	53.4	31.5
Fri.	40.9	52.6	55.2	50.9	34.6
Sat.	48.2	58.7	62.6	57.9	40.4

Meanwhile, back on the ranch . . .

How big is the audience for television westerns? Here is the percent of average audience for westerns measured by major geographic categories for October 1957 and October 1958.

	October 1957		October 1958	
	Percent watching westerns	Index	Percent watching westerns	Index
Total U.S.	24.8	100	25.2	100
County size (U.S. Census categories*)				
A	23.2	94	23.0	91
B	27.1	109	27.8	110
C	24.8	100	27.0	107
D	24.6	99	24.0	95
Territory				
Northeast	24.1	97	23.5	93
East Central	26.1	105	26.7	106
West Central	24.0	97	26.1	104
South	25.5	103	26.2	104
Pacific	24.5	99	24.3	96

---

* Class A, all counties assigned to metro areas having central cities over 500,000 pop.; class B, all other counties over 100,000 pop., plus certain counties that are part of metro areas whose central city has less than 500,000 pop.; class C, all other counties having over 30,000 pop.; class D, all remaining counties.

Peak Periods • Hour by hour, television usage ranges from 3.4% of all tv homes during the 7-8 a.m. period Monday through Friday, to 60.7% as the average for the 9-10 p.m. period seven nights a week. On the average for Monday through Friday, 11.4% of tv homes watch during the morning, 22.6% watch in the afternoon, and, on a week-long basis, 48% watch at night.

Radio listening patterns are reversed. In the morning, 14.2% of all radio homes listen; in the afternoon it's 11.2% and in the evening it is 7.4%. In these radio homes (as distinguished from television homes) tv viewing is also below the average recorded in tv homes; for example, the figures show that in 8.3% of all radio homes television is watched during the morning; in the afternoon the figure is 18.1% and at night it's 41.4%.

In radio homes tv viewing is somewhat higher in the eastern time zone than in the central and Pacific zones. Radio listening again follows the opposite pattern, generally running higher in the central and Pacific zones than in the East.

Radio continued to rise during the recession period, but when the good times came again radio took a dip because 'we spent most of our time bragging about how well we were doing. We didn't prepare ourselves for something that was inevitable.' . . . Intramural selling is responsible for most of radio's ailments . . . But '59 should stack up well . . .

Interview with

Kev Sweeney

RADIO'S BIG ENEMY: COMPLACENCY

Last year you said that the poor economic times that were then upon us would work to the benefit of radio. How will the better times that we are in now affect radio in the immediate future?

We have a most peculiar situation. While other media dipped immediately after the recession took hold, radio continued to rise. When good times came upon us, radio experienced a curve that is falling away. We did relatively poorly this fall. Yet we did very well for months after the newspapers, magazines and television, for that matter, felt the impact of the recession. I'd guess that our curve has begun to turn now. That curve will turn upward throughout the spring, although half seriously I wouldn't be opposed to seeing another recession—it helps our business.

To what do you attribute this rather odd circumstance?

That we failed to prosper when the country prospered? Well, I attribute it to a number of things, the principal one of which is complacency. Radio had it made in 1957 and in 1956. Particularly in spot, as opposed to local and network, we were very content with what we'd done. We spent most of our time bragging about how well we were doing. We didn't prepare ourselves for something that was inevitable.

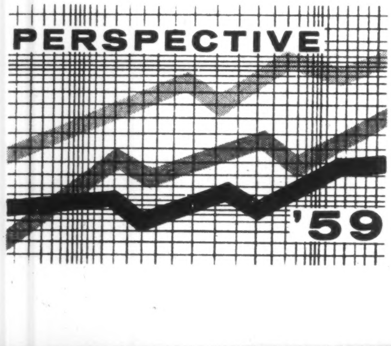
Sharper competition resulted from a depressed economic situation and we lost our advertisers—our 1957-58 advertisers—to other media, who made them more attractive propositions. We did not—due to our complacency—do a job of replacing those advertisers. The current lag in spot advertising is simply a matter of two things: (1) our failure to replace advertisers who went to other media, and (2) late starts and smaller schedules, due to recession planning. The plans for October, November, December advertising were made in March, April, May, when the recession still had many advertisers by the throat. So those two factors combined to give spot a rather dismal fall in comparison to what it should have done.

Is the intramural situation also partly responsible? I'm thinking of Larry Webb's Station Representatives Assn.'s report which attributed network package deals as responsible for cutting into the spot market particularly for the smaller-market station.

Intramural selling is responsible for most of the ailments of this business, but not the kind of intramural selling that Larry described in his report. Of all the fictions that exist in our business, one of the most fictional is the one that network selling practices hurt spot radio directly. Show me the list of accounts that would have bought spot radio and who have bought network, and show me that that list numbers as many as 10 accounts and I'll do something drastic. Whoever makes up the list can suggest that drastic thing—maybe hara-kiri!

It's just not correct, no more than the other part of the report that says that stations providing local rates to national spot advertisers are responsible in a major way for the dip.

There's no question that there are a few spot radio advertisers who are now buying network. Conversely, there is no question that each year there are some network advertisers who pull back to a shorter market list and buy spot. But that this should be marked as the No. 1 contributing factor to spot's failure to do as well as it should have done—I just can't believe it.



On the other subject: sure, there are advertisers who are getting the retail rates when they should be paying a general rate. But again you can count those advertisers on the fingers of one hand, and the total dollar volume in both of these things isn't enough to produce the 4 to 10% (depending on the market) decrease in national spot business. Together, they couldn't account for one-fourth of the decrease.

What is the general outlook for radio in 1959 and what are your estimates for spot, local and network?

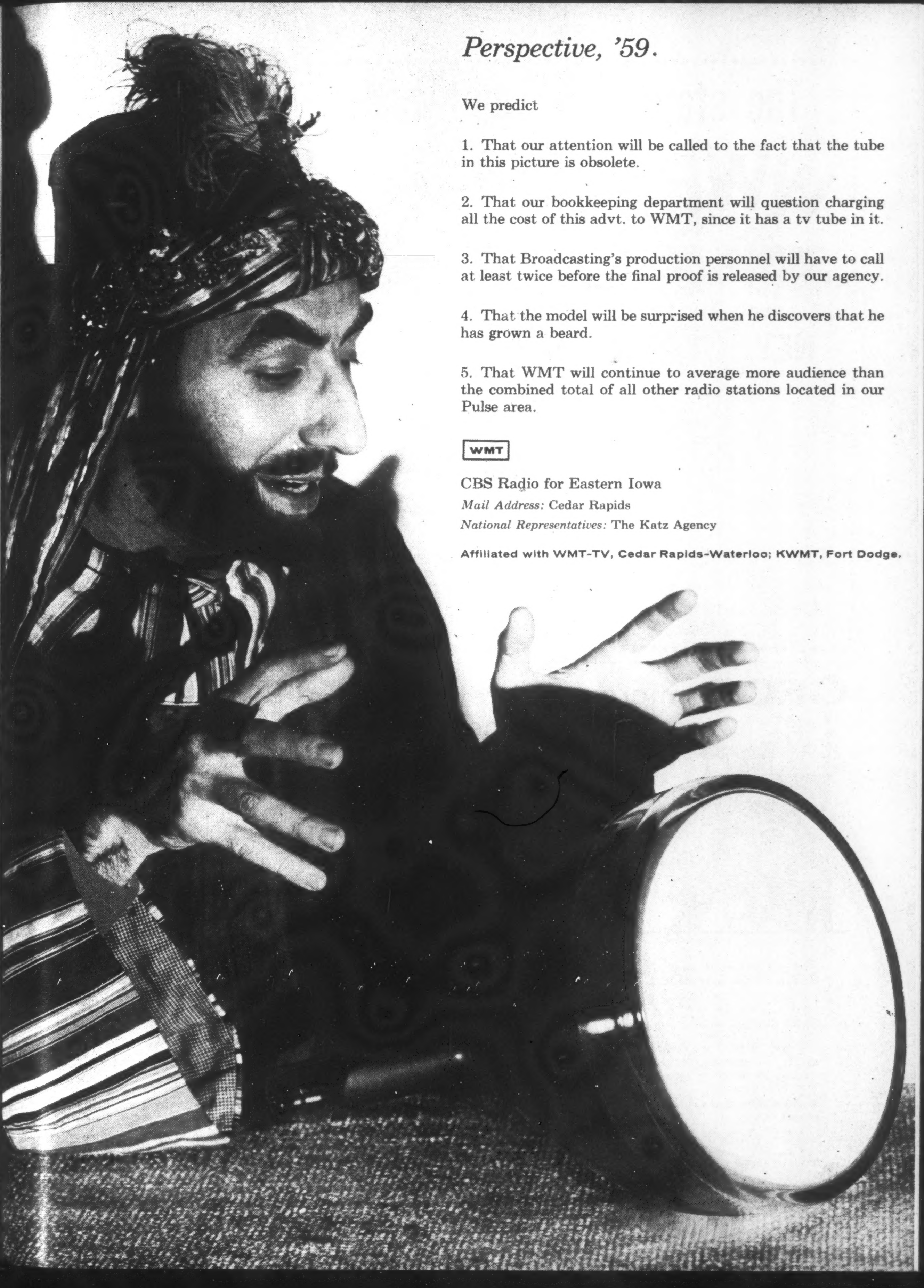
My estimating hasn't been very good in the last few months. It's somewhat colored by the job of selling spot and network to advertisers. I'd prefer just to say that my guess is, and our projections are, that both spot and network in the first half of 1959 will do slightly better than they did in 1958. Our projections, which are somewhat bolstered by hope, are that the second quarter will be proportionately better than the first quarter. We went into January feeling the impact of the lessened November-December schedules. By April or May or June we will have picked up considerably in our tempo. Our expectation is that the second half will be very good percentage-wise because we're running against relatively low figures.

I believe that last year radio had 6% of the total ad dollar. Somebody else was getting the other 94%. Will radio's share of the total advertising dollar improve?

I'd say yes, but it takes so many millions of dollars to even make a 1% increase that our gain will be in the neighborhood of 1% of the total—and probably on the wrong side of the decimal point.

Is radio quite far behind the target that you have mentioned in the past, of getting perhaps 12% to 14% of the total ad dollar?

We're a very long way from it and



Perspective, '59.

We predict

1. That our attention will be called to the fact that the tube in this picture is obsolete.

2. That our bookkeeping department will question charging all the cost of this advt. to WMT, since it has a tv tube in it.

3. That Broadcasting's production personnel will have to call at least twice before the final proof is released by our agency.

4. That the model will be surprised when he discovers that he has grown a beard.

5. That WMT will continue to average more audience than the combined total of all other radio stations located in our Pulse area.

WMT

CBS Radio for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency

Affiliated with WMT-TV, Cedar Rapids-Waterloo; KWMT, Fort Dodge.

The station for whirl-wind sales action!

WWRL
THE FAMILY STATION
5000 WATTS
NEW YORK

WWRL
beamed to sell
New York's
2,455,000
Negroes
&
Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell you product 24 hours a day. Get in the sales whirl . . . buy WWRL.

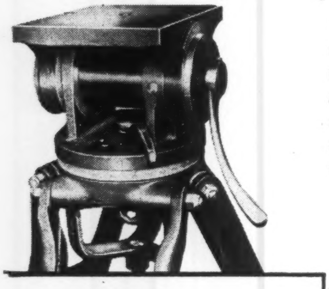
MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGRO MARKET IN NEW YORK
POPULATION STUDY

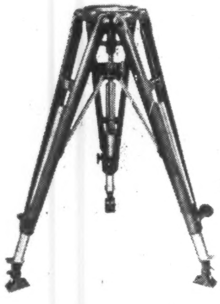
On the air 24 hours
DE 5-1600

CECO microwave relays conquer space barriers

Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.



Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only



ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. B
West 43rd St., New York 36, N. Y. JUdson 6-1420

we're going to continue to remain a long way from it until we change our selling practices in this business. We talked about the intramural competition. Inside our shop we estimate that there aren't more than a couple of dozen stations that are doing an intensive job of selling radio on a consistent basis, except intramurally. Some of the biggest operators in our business are completely committed to intramural selling. By that I mean station vs. station, or affiliate vs. independent, or R & R indies versus other type indies.

Can we talk about radio rates now?

We'll talk about radio rates if it doesn't worry our attorneys. Every time somebody says "rates" our attorneys dip into the Dept. of Justice file.

Well, of course, the obvious question here is whether they're going to maintain themselves or whether they'll perhaps advance or decline.

You can't give a categorical answer, because there will be 3,400 answers—one for each station—times the number of rate classifications each station now has. I do not think rates will go down. On the other hand I do not think that rates will advance much, if any. I don't think radio is going to cost any more in 1959 than in 1958.

Should it cost more, perhaps?

Well, there are two ways that you look at "should it cost more?" I can prove to you with bar charts and slides and research that will fill up the entire office here that radio is undoubtedly the most underpriced advertising medium ever. But it's like selling mink coats in the tropics. People have to *want* the medium. To put it in somewhat old-fashioned terms, it's the law of supply and demand.

I do not think the buyers will stand for many rate increases in 1959 from any advertising medium. Despite prosperity, I don't think there will be any rate increases of any major proportions by any advertising medium in the first six months of 1959 excepting possibly newspapers in certain cities where costs force a rate increase.

Does radio face the same pricing problem or expense problem that its competitive media, the printed media, do? For example, newsprint costs have continued to rise.

No, we don't face the kind of soaring costs that printed media, particularly, experience and that television will get.

Radio is not faced by any substantial increases from any source that I know of, so radio is in a much better position to compete in a market where the buyer is trying to get the absolute most for his dollar. We may have some labor problems, but I think that they will be sectional in nature. And radio is in a

man...look at him go!

He's off and selling with SESAC's Special Series Programs.

Stations everywhere have discovered that *SESAC's Special Series Programs* do a real selling job. These smartly-built open-end script shows are perfect *for local programming needs.* Music and scripts *for all occasions;* national holidays, religious celebrations, sports events and just solid entertainment. All Special Series Programs, including scripts and discs, are available to you *on an outright sale basis.*

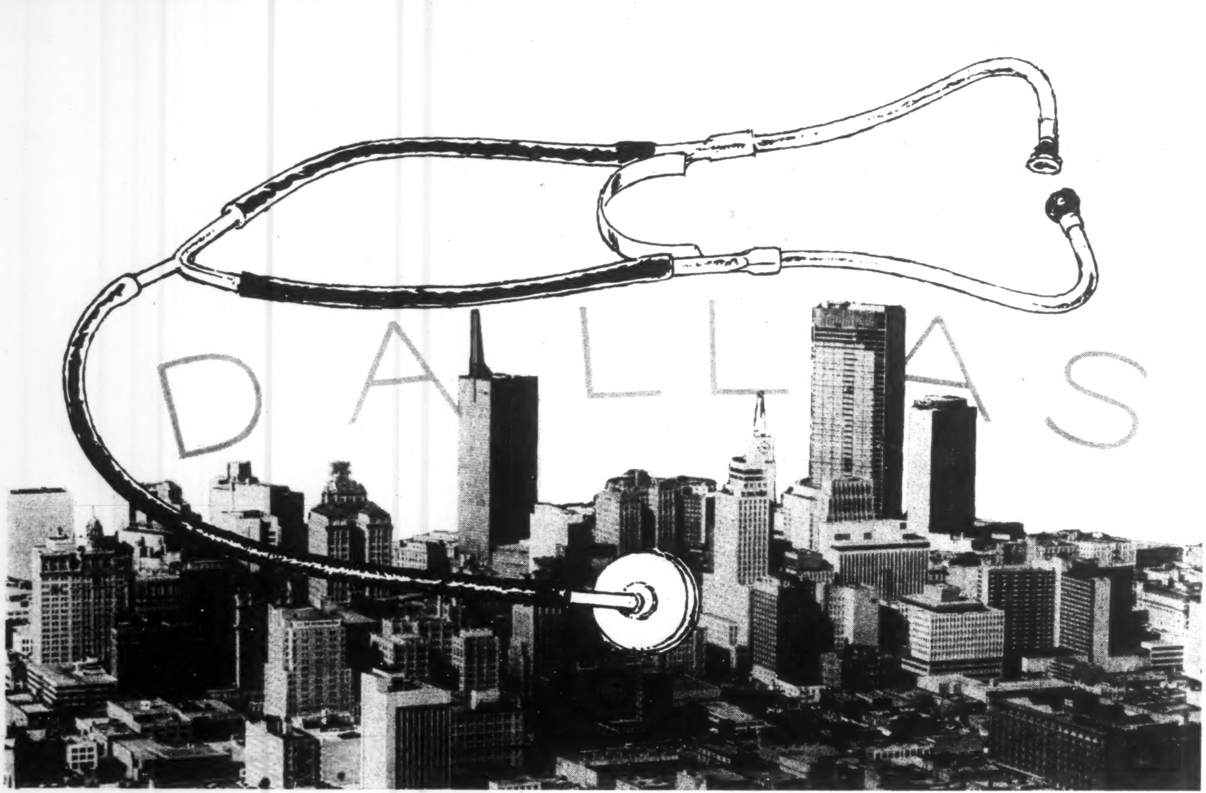
Take the up and coming "Your American Holidays" series, for instance. There's a special quarter-hour show for *thirteen different patriotic holidays* such as Independence Day, Washington's and Lincoln's Birthdays, Thanksgiving Day and nine others. There are over 100 stirring band selections and program notes for each. Use the scripts and discs on the specific days—*use the music throughout the year.* The complete series is just $49.50 or *less than $4.00 per show.* "The Best Music In America" from the SESAC Transcribed Library.

For full information write now . . .

SESAC INC.

THE BEST MUSIC SESAC IN AMERICA

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.



HOW HEALTHY CAN YOU GET?

As we go into 1959 . . .

POPULATION — up 5% in 1 year!

Dallas entered 1959 with a metropolitan population of 916,000 . . . a gain of 43,400 in one year, or equivalent to a city the size of Quincy, Illinois.

EMPLOYMENT — now at "record high"!

Texas Employment Commission reports Metropolitan Dallas' mid-December employment at 357,680 compared to 353,540 a year ago.

NEW BUSINESSES — 457 new firms in 1 year!

Dallas now has more manufacturing plants than any Southwestern area, and with 38 planned industrial districts, has more than any city in the nation!

FINANCIAL — Bank Deposits up 18%!

Savings and Loan Deposits up 15%! Largest Banking Center in Southwest! Bank debits up $1,000,000,000 in one year!

CONSTRUCTION — now at an "all-time high"!

Residential — up 50% Non-Residential — up 37%

RETAIL SALES — registers 3% gain over 1957!

1958 estimate $1,366,000,000!

Look to DALLAS for Sales! Look to WFAA-TV (the "Quality Station") for your Best Salesman!

WFAA-TV abc channel 8 - Dallas

A TELEVISION SERVICE OF THE DALLAS MORNING NEWS • EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

. . . Radio is becoming automated at every level . . . Station gross may not increase much right now, but the net income can if operating costs are pruned prudently . . . Simple changes in logging-billing procedures could save the industry $7 million in one year . . . Program modifications enable networks now to deliver what they sell . . .

Interview with

Kev Sweeney

very good position to negotiate with almost any group that's trying to increase our costs. Actually, we might even reduce our costs. Everywhere on every hand I see operators who are trying to reduce their costs. I know of no well-informed, progressive operator who does not now have some kind of a plan which will substantially reduce his costs. This business is becoming so mechanized that . . .

It is becoming automated?

Definitely automated, at every level. At the station level particularly, and certainly the networks will automate as much as is practicable. To give you an example, I was talking to a station operator yesterday who paid a substantial price for his station, who is a sharp operator, who's got his station honed down pretty fine. Yet he's studying a plan through which he can knock off $50,000 or $60,000 a year of his fixed costs through automation. He is spending $700,000 a year to operate now. But that $50,000 to $60,000 a year is important because it can all come down into net. All big station operators are thinking automation, cost reductions. There are going to be millions of dollars knocked off operating costs in our business this year which will put us in a position to meet any problems of increased operating costs from unanticipated areas.

The total gross revenue picture at the moment cannot increase to a significant extent, therefore the profit margin, in order to be increased, must come through cutting back on operating costs?

That's right. But I want to emphasize —most of the operators really studying cost reduction are busy improving their operation. Not only through automation, but in every way that they can think of, without any reduction of quality in broadcasting, and almost always with an increase—a sharp increase—in internal efficiency. All the cost reductions are not in the area of what they release on the air. They are in the areas of "How do we build audience better and more quickly?—How do we research things better without costing so much money? How do we control and conserve manpower and womanpower?" And there must be 500 ways that we've heard about in the past year, mostly through our Regional Management Conferences, that individuals, working almost alone, have solved these problems or some aspect of them. Maybe the station manager only saves a half of a day for one girl a week, but then he passes that idea on and everybody does it. This business is getting out of the cracker-barrel era to the point that scientific management has really taken over to conserve funds and to bring sales dollars down to the final line of the statement.

And it's not just the metropolitan market stations working on IBM-type logging and billing. It's a station in a town of 20,000 that thinks, "What's the point of typing this log every day? It doesn't change much. Supposing we type it only once a week and put it into a copying machine after daily corrections." Now, this may not sound like a tremendous idea, but if you put the number of man-hours that are spent every day by 3,400 radio stations typing a log, they will add to something in the neighborhood in a month of 200,000 man-days. If you could cut that by one-fourth, keeping in mind you can't hire anybody for less than $12 a day to type your log intelligently, you could save with this one device, if you could carry it over to all stations, about $7 million a year.

As to programming structures, what are they going to mean next year? What do you consider the effect of the new network radio pattern, particularly the latest one by CBS—on the networks themselves and on stations?

I don't believe that there's any very different pattern that will distinguish 1959 radio at the network level from 1958. There is going to be less programming offered the affiliates of certain networks, but if you evaluate how much less in terms of affiliate acceptance and sales potential, I can't see that it reduces the sales potential 5%, if that much. I feel the changes enhance the sales potential of networks. While the trials and tribulations of the networks have been an embarrassment to them and to the industry, relatively the time involved in the transition from the old-style network of the early 1950s to the 1960 network is occurring in a short period of time. All radio has been in transition for four or five years and every industry has its transition period.

If I evaluate correctly what is happening, the networks are now in a position to do what they have not been able to do consistently in the past two years, which is to deliver what they sell. The network salesman has been behind the eight ball, because in competing with *Saturday Evening Post* or *This Week* salesmen for the national dollar, he was not always certain he could deliver the markets he sold. He might not be able to deliver Pittsburgh, he might not be able to deliver Seattle, or he might not be able to deliver six of the top 20 markets. Sure, he could say, "Well, 80% of the dollar volume is delivered." But that is not the answer for an advertiser who wants what network can provide, which is truly national coverage with one order, one identical merchandisable vehicle every place simultaneously. That's network's pitch.

I think that every step that the networks have taken has made them more competitive as an advertising medium to their natural enemy, the magazines. I also think that every step that they have taken has made them less competitive with spot. These steps are eliminating network as a spot competitor, because the network now more than any time in its entire history—going back even as far as the 1940s when the "must buy" edict came down from FCC—is selling its entire list to every advertiser. Truly now networks deliver and sell a national advertising medium. They're all selling the 3,300 counties of the United States as their market.

But some of the spot boys claim that the networks are selling at rates so low that spot cannot compete.

That is like Gimbel's complaining to Macy's that Macy's is selling hosiery too low. If I were Macy's, I'd tell 'em to run around a hoop. If a station wants what a network can give it, then it should be prepared to take with it the things that it doesn't like. Nothing is 100% perfect. If a station objects to a network selling its facilities lower than the price the station itself offers, then it should disaffiliate with the network. This is not a completely unique situation, keep in mind. Because if you add the cost of a color page in the Sunday editions of the major newspapers carrying *This Week*, versus what *This Week* delivers its back page in four colors for, you'll see that *This Week* is underselling all of its affiliates. But, like the difference between spot and network, there is a difference in the color advertising in *This Week* and in the newspaper's local news section.

Spot has so many great things that network cannot deliver. Sellers of spot, instead of complaining about what network does, should say, "Sure, you get this from network, but here are all the great things you get from spot." Sometimes the spot people lose sight of spot's function. Its function is that, to use the newspapers' phrase, "all business is local." It's the ability of spot to design something tailor-made for an advertiser that makes it a great advertising medium. If an advertiser has the patience to buy market by market and the desire to plan for each different competitive situation, then it makes all the sense in the world for him to buy spot radio, spot television, and newspapers. If his competitive situation is much the same everywhere and he wants the type of advertising which network television, magazines and network radio provide, then they are the natural buy. And no advertiser, just to take advantage of a low price in network, is going to throw away his complete marketing philosophy and go into network when he wants the unique advantages spot can give him.

Do you think '59 will be a better year for networks?

I think it will be a much better year for networks. How well networks capitalize on the advantages that they now have is going to be the measure of their success.

What effect are these new network patterns going to have, if any, on independent stations?

I don't think they'll have much effect upon independents at all. Running independent radio stations now requires a high degree of art and a great amount of information and a willingness to learn. These independent operators will not ignore what networks are doing, but they are so busy learning from one another that what the network does is of secondary interest to them, in my opinion.

Is the modern radio concept spreading?

I don't know what modern radio means. It used to mean so many different things by so many different people.

Well, by people who call themselves modern radio operators, doesn't it mean a pretty lively combination — alert combination—of music and news primarily, not necessarily the top 40 tunes?

Interview with

Kev Sweeney

If that's what you say it means, then I can answer the question. Because I can't define modern radio. Network affiliates resent an independent station appropriating to itself the adjective "modern," and with some justice, because there are, some opinions to the contrary, many extremely alert, well-operated "modern" network affiliates. If by modern radio you mean the independent concept of programming music to the taste of the audience, rather than to the taste of the ownership or management, and an effort to cover news more intensively, especially on the local level, I think it's bound to grow. It's probably very close to the zenith of its "first stage" in some markets, where there are several of these operators who have been operating there for a number of years. But it is spreading fast through medium-sized and smaller markets, with individual interpretations for each market.

Will the trend towards program-

FORECAST . . . 1959 . . .

OKLAHOMA AND SOUTHWEST: Clear economic skies with ideal growing conditions for all products advertised over KVOO RADIO, the Voice of Oklahoma since 1925.

KVOO cultivated listeners with high per capita income provide rich, fertile field for immediate product-desire seeding.

Highest quality LOCAL and NBC programming continually irrigates and stimulates greatest growth for maximum yield. (A KVOO specialty)

Tested seed and complete planting instructions now available at any Edward Petry & Company office, or call KVOO Growing Fields direct, RIverside 2-5561, Tulsa.

DIAL 1170 KC **KVOO RADIO** 50,000 WATTS

Harold C. Stuart, *President* Gustav K. Brandborg, *V.P. & Gen. Manager*

ming for specialized audiences continue?

I feel very strongly that it will.

If you go into a market where there are three or four alert independent operators, whose basic format is 80% popular recorded music, and 20% news at the outside—maybe it's 90-10 or 85-15 or something like that—you can see these guys under competitive pressures probing for different ways of doing things. It's manifested in ways they shift their news programming around or they shift their music around.

In a market which has a dozen stations, is there room for a station which programs nothing but talk?

Unquestionably there is. Talk is very expensive to program and that's what's held it back. Not enough thinking probably has been done—and this is a personal opinion—about the ways in which you can repeat talk as you can repeat "Beep-Beep." No station programming popular music would think of running "Beep-Beep" just once, they might run it a dozen times during the day; it might run two or a dozen. Why can't five minutes of talk that's effective at 7:30 in the morning be reprogrammed at 10:30 in the morning, when there's an entirely different audience? And again at noon, at three, at five, at seven, at nine you would run it all over again?

Will radio start selling programming again?

If there's going to be a substantial increase in program selling we have not seen any of it yet. There is a surprising amount of programming sold, but most programming that is sold is sold either by specialized stations in large markets or it is sold in medium and small markets. In talking about the decline in program sales, our industry tends to think too much of New York and Cleveland and New Orleans and not enough of the great many stations serving medium and small markets, where a great many program sales are still made. Most of those program sales, however, are news programs—by that I mean 15-minute news rather than the 5-minute news. But program advertisers still represent 20% of the advertising revenue in medium-sized markets and 22.3% of the revenues in small markets. The dramatic program and the variety show and the recorded day time serial packaged by a syndicator are as dead as Grover Cleveland, however.

Are the rush-hour jams being broken?

Stations are still very loaded in the so-called "traffic" time. But there are fewer SRO conditions. Because stations have, under the pressure of advertisers, scaled their prices up to where 7 to 9 and 4 to 6 sometimes aren't as good a buy. If you really examine 7 to 9 a.m. and 4 to 6 p.m. in some markets, they are not justified for certain types of advertisers. In some cities, the only justification is that you can reach large male audiences at that time that are not available at other times.

Are you breaking into nighttime?

Nighttime is moving slowly. There are break-throughs, but the break-throughs are done on a price basis. There has always been a lot of 6 to 8 p.m. sold, but usually as a part of a 20 times a week schedule in which by buying 7 to 9 in the morning and getting three spots there, the sponsor takes less desirable afternoon and evening times, too.

But now there is a willingness among advertisers to take a look at evening time, which is still among the most valuable times we have, for its own sake. They recognize it is only between 7:30 and 8 that television really begins to shoot way up and clobber all other advertising media. Until after 7 p.m., on a basis of number of adults in our respective audiences, we are still in great competitive shape compared to television.

Before we get off selling patterns in programming, Emil Mogul of the Mogul agency, in a speech late last

Nearly a million New York families and 454 advertisers know that nothing takes the place of America's Number One Good Music Station **WQXR**

AM 50,000 watts, and FM
Radio Station of The New York Times

AN APPLE FOR THE TEACHER...

Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach — and sell — these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer
President

Ernest C. Sanders
Manager

Pax Shaffer
Sales Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

DAVENPORT
BETTENDORF } IOWA

ROCK ISLAND
MOLINE
EAST MOLINE } ILL.

RADIO
AM | FM

5000 WATTS AM

. . . 52-week advertisers who complain stations are too tied up with in-and-outers to add their business should just order 52 weeks and watch the reaction . . . Fm has more sex appeal now than ever . . .

Kev Sweeney

fall tried to get across the point that it is getting very difficult for a national advertiser to get a 52-week contract in radio because the in-and-outers are being catered to. Do you have any comment on this?

I would be most reluctant to tangle with Mr. Mogul, who is a shrewd, discerning buyer of radio. But I have only this to say about any 52-week advertiser: Let a 52-week advertiser who means firm 52 weeks go into a station and say he is going to buy 52 weeks. He will be surprised how thick the rug is and how many small black boys run out to make sure that he is fanned and brought a cool drink. One of the big problems of radio is that we are up to our armpits in in-and-outers. Admittedly, a lot of stations, despairing of attracting the 52-week advertiser, have now set their rate structure to cater mostly to the short-termers. But let the advertiser who really wants to buy 52 weeks, as many of Mr. Mogul's clients do, go in and say, "I'm going to buy 52 weeks and what are you going to do for me?" . . .

He will get his rate?

He will get the most cordial welcome he ever got.

What were radio's most important new customers in '58?

We don't have any really new customers, if you are talking about industry classifications. Our best customer, proportionate to what it has done in past years, is the automobile industry, strangely enough. The automobile industry's introductory campaign for the new models was very good for us.

Was it good for the auto makers and will they do the same thing in '59?

I don't think the auto makers know what they are going to do March 1, 1959, themselves. There is no industry that was worse burned in 1958 than the automobile manufacturers and their dealers. The manufacturers are under tremendous pressure from their dealers, who have an understandable desire to show a profit this year, being strange sort of guys. As you probably know, better than half of all dealers lost money last year.

We had a team up in Detroit, and we have never seen shorter term planning in a heavy goods industry. They are prepared to go for five million cars; they would love to think that they are going to sell six million, but they don't really believe they can. They are also prepared to cut back to four million cars and so they are loose as a goose in all their plans.

What new customers are you going after for '59?

Our principal target is the gasoline marketer because we have such a tremendous story to tell him.

What is the fm picture now and in the immediate future?

Fm has great sex appeal at the moment—more sex appeal in the fall of 1958 than it has had in any time in the recent past, from the advertiser's point of view. By 5 to 1. I hear more talk about fm. As far as buying fm, there is more of it and it is growing . . .

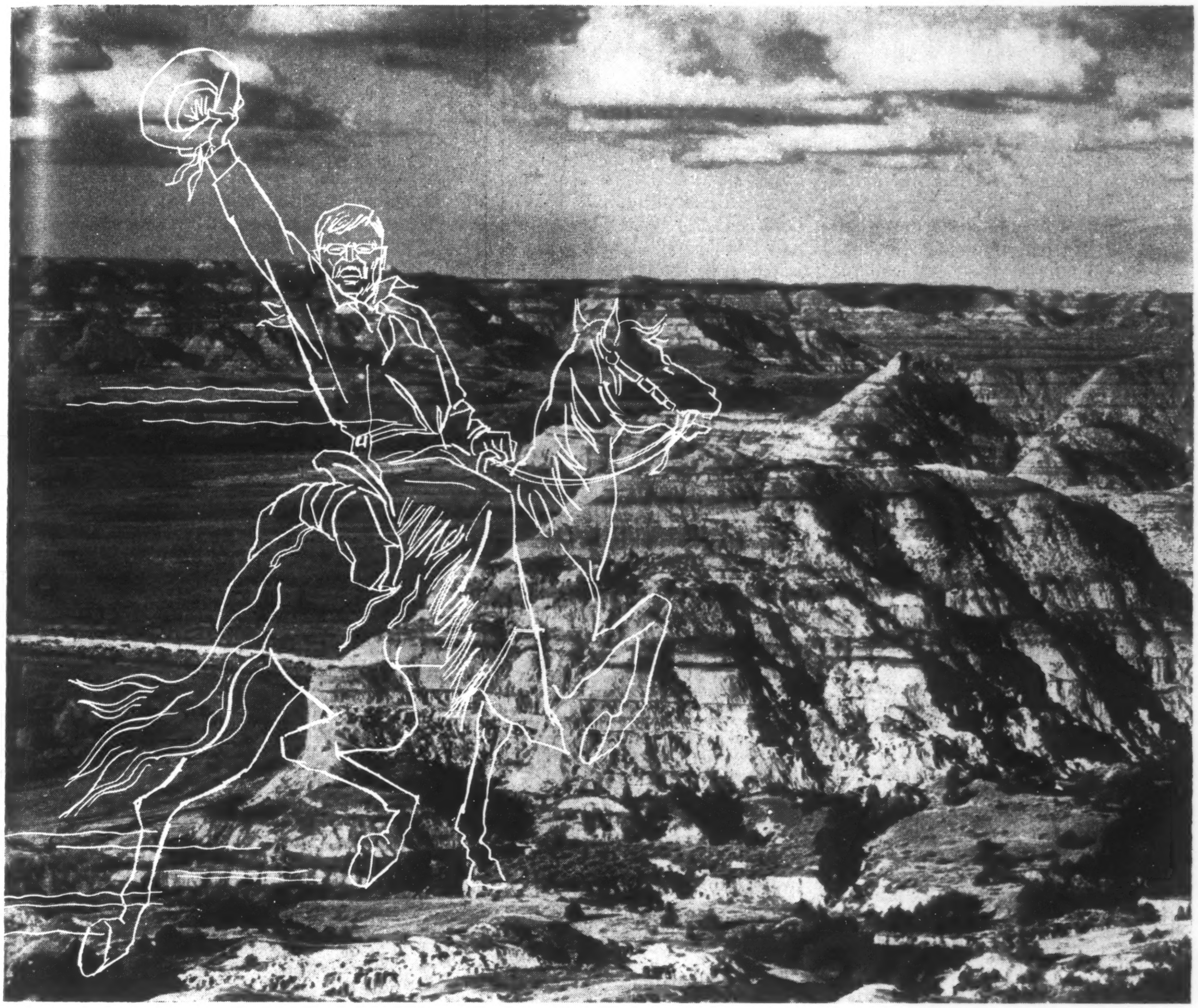
When you speak of "buying fm," do you mean advertisers?

Yes. The dollar figures are inconsequential, but there are a great many advertisers who are asking about fm.

What effect or what worth do you put on the future of stereo to radio?

I'm not very bullish on stereo for radio because it doesn't mean enough in interpreting much of the music that we have on the air. Having "Beep-Beep" coming out of two speakers at once doesn't really help very much.

Stereo is a great sales gimmick and it is selling a certain classification of advertiser because it permits him demonstration. A great many of the sales that are being made are very intelligent sales and intelligent buys for that reason. A distributor with a number of lines of stereo equipment couldn't possibly buy a better medium than am and fm radio on a stereo basis. But what does it mean in the long run to our big, basic advertiser? What does it mean to a gasoline advertiser or a food advertiser or a drug advertiser? And is the quality that you get and the effect that you get meaningful enough that you are going to get people to turn on two sets to hear it? I don't know. I know stereo sold some time and I love it for that reason, but I can't see it being one of the great solutions to our sales problems.



REMEMBER THIS PICTURE? It's of Theodore Roosevelt National Memorial Park in North Dakota's Badlands. It was used in 1958 to illustrate one of Sinclair's public service messages devoted to the conservation of America's natural resources and historic shrines.

Sinclair's Public Service Program Continues to Win Wide Acclaim

Now in its fifth year, Sinclair's public service program has won continuing praise from the nation's leading senators, governors, congressmen, editors, educators and conservationists, and public commendation from important civic, business, farm, garden, travel and patriotic organizations.

In 1958, Sinclair received, for its public service, citations and commendations from the U.S. Junior Chamber of Commerce, Sport Fishing Institute, Wisconsin Recreation Association, the American Farm Bureau Federation, and the governors of Minnesota, North Dakota and Kansas, among others. In addition, the program again received the *Saturday Review* Award for distinguished advertising in the public interest, and was selected by *Public Relations News* as one of the year's best public relations programs.

HAVE YOU MOTORED TO A NATIONAL PARK RECENTLY? If not, perhaps you are planning such a trip for this summer. You will find our colorful National Parks map of interest and help. Write for your copy today: Tour Bureau, Sinclair Oil Bldg., 600 Fifth Ave., New York 20, N. Y.

SINCLAIR
A Great Name in Oil

VTR ENTHUSIASM STRONG IN '59

Pre-recording of programs is major use, giving flexibility

When workable videotaping apparatus was introduced at the 1956 NAB Convention it was greeted as the greatest thing to happen to television since the electronic picture tube replaced the mechanical spiral disc. During the three-day Chicago meeting tv station managers and their chief engineers packed into the Ampex Corp. exhibit, backed up their interest with orders for $4 million worth of vtr equipment.

Today the more than 50 tv broadcasters who have had from a few weeks' to more than a year's experience with vtr machines at their own stations are still as enthusiastic as they were three years ago about the recording of pictures on magnetic tape. Response to a BROADCASTING questionnaire sent in December to all U.S. tv stations then equipped for videotaping their tv programs* shows an amazingly high regard for the importance of vtr in a station's operations. More than two-thirds of the respondents call vtr "essential" to their operations. Another 25% find it "extremely helpful." The remainder (6%) checked the "somewhat helpful" space, with no votes for either "of little help" or "of no help."

Most stations now have one machine, a few have two (14%) and the majority of those replying indicate the intention to add a second unit in the near future (many expecting delivery of their second machines early this year). Most feel that two machines will take care of all their videotaping needs, but a few major market stations foresee installations of as many as six.

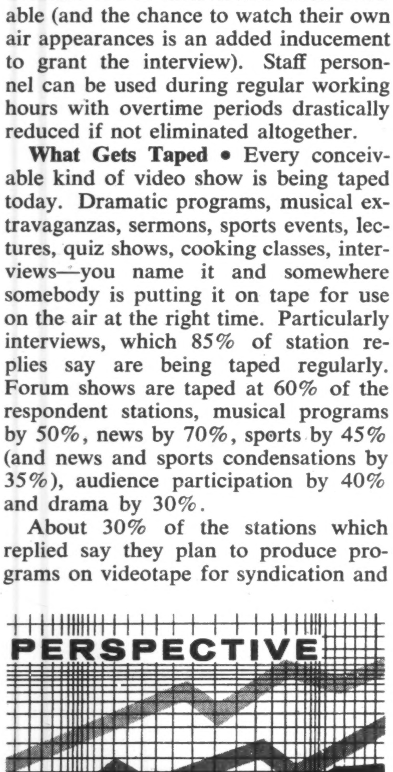
Color • Only one station currently has color vtr equipment in operation, WBTV (TV) Charlotte, N. C., which last September installed the full RCA vtr machine that tapes either monochrome or color programs, and is so pleased with results that a second such machine will be installed before the end of March (see story, page 120). But half of the stations now equipped for taping black-and-white programs plan to add color taping units eventually, 20% of them this year.

Cost is one reason for the lag in color tape installations. The full monochrome-plus-color installation is priced at $64,000 by Ampex, $63,000 by RCA. Stations now equipped with Ampex monochrome tape machines would have to shell out $19,500 more to add color. But the main reason that tv broadcasters have not rushed to buy color tape as they did black-and-white is that the tv public has not rushed into color either. "When color comes, we'll add color tape," is a typical comment, but with only one tv home in 100 able to receive programs in color, most broadcasters today see little immediate need for color tape. Less understandable are the replies of 25% of the total response that they have no plans for color tape at any time, particularly as these "no color" answers came from stations in New York, Chicago and Los Angeles as well as smaller cities.

The major use of vtr equipment and the only use which all stations make of it is for pre-recording programs and commercials. With videotape, programs may be recorded at times best suited to the most efficient use of studios. Performers may do their stints at times most convenient, without regard for the studio clock. Local advertisers who like to do their own commercials don't have to hang around the station in the afternoon or late at night. Visiting notables can be interviewed when available (and the chance to watch their own air appearances is an added inducement to grant the interview). Staff personnel can be used during regular working hours with overtime periods drastically reduced if not eliminated altogether.

What Gets Taped • Every conceivable kind of video show is being taped today. Dramatic programs, musical extravaganzas, sermons, sports events, lectures, quiz shows, cooking classes, interviews—you name it and somewhere somebody is putting it on tape for use on the air at the right time. Particularly interviews, which 85% of station replies say are being taped regularly. Forum shows are taped at 60% of the respondent stations, musical programs by 50%, news by 70%, sports by 45% (and news and sports condensations by 35%), audience participation by 40% and drama by 30%.

About 30% of the stations which replied say they plan to produce programs on videotape for syndication and somewhat more (35%) expect to exchange taped programs with other stations. (Included in both figures are the 20% who anticipate offering programs on tape for both exchange and syndicated sale.)



To date, however, there has been little distribution of taped programs for use away from the originating station. The *Divorce Court* series, produced by and at KTTV (TV) Los Angeles and syndicated by Guild Films, with about a dozen stations now broadcasting it each week and *Live Pro Wrestling,* also distributed by Guild, are the only syndicated tape series now regularly on the air, so far as could be learned. Many programs are being taped in anticipation of syndication, however. Exchange of tapes is also getting started slowly, also is expected to mushroom rapidly. Currently KING-TV Seattle and KGW-TV Portland, Ore. (same ownership) are swapping a number of programs by tape each week; WEAR-TV Pensacola and WFLA-TV Tampa are exchanging political tapes, as at somewhat longer range are WAGA-TV Atlanta and WFAA-TV Dallas.

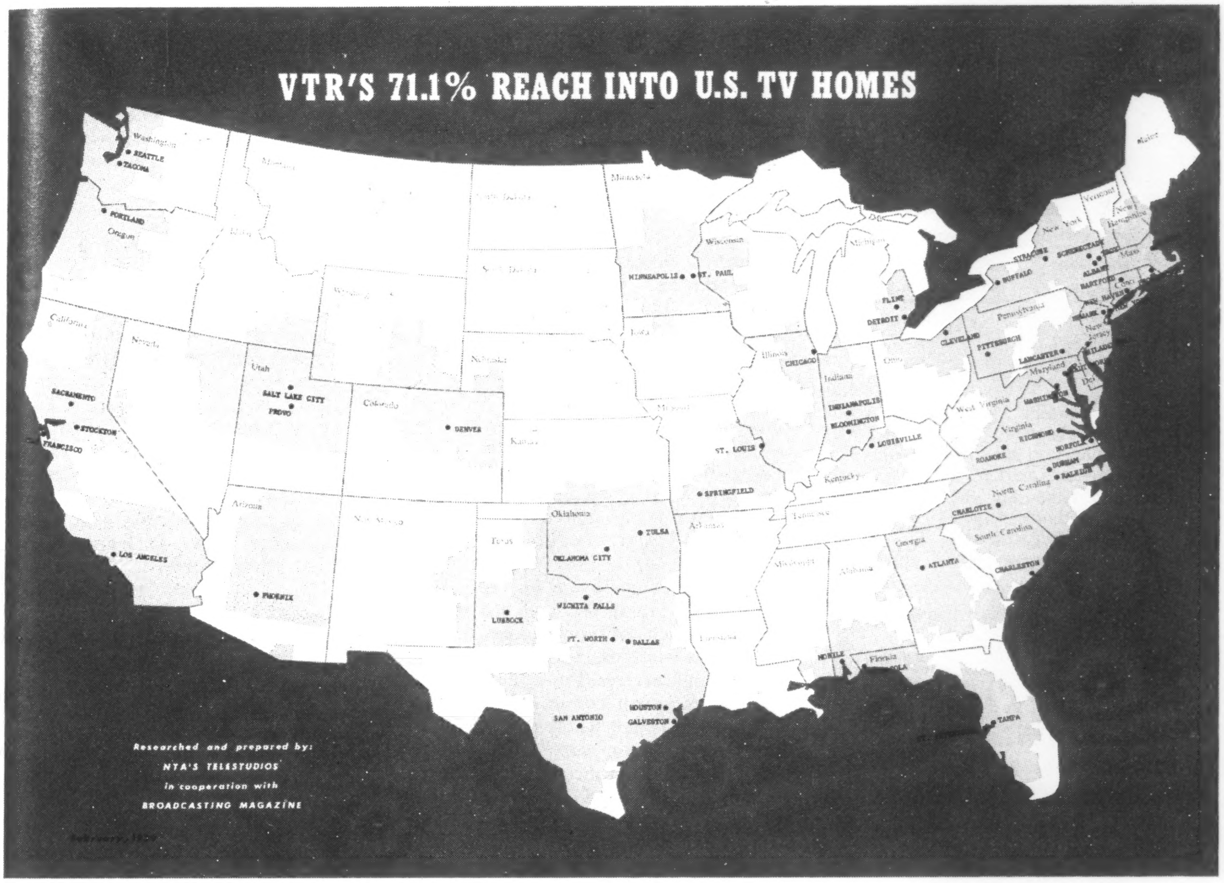
KTTV also pioneered in the distribution of taped news programs last month when it made the first American tv interview with Soviet Deputy Premier Anastas Mikoyan available to other tv stations following its own broadcast (BROADCASTING, Jan. 19). The success of this venture has already led to informal discussions of the feasibility of organizing a tv news service, with one member station in each market, for the distribution by videotape of news coverage of people or events of national interest.

Why The Delay? • But the volume of syndicated tape programs is expected to come from program production organizations, probably in the main the same companies which are now producing tv's syndicated film programs. Stations in the major production centers report hundreds of inquiries, scores of inspection visits, from program producers—even the rental of station tape facilities for the production of a few pilot programs. The reason for the interest is obvious—the cost of putting a program on tape is about half that of doing the job on film. The reason why the interest has not been translated into more action is equally plain—union problems. (See story, page 116.)

The great majority of videotaping to-

CONTINUED on page 114

*** 59 stations: 58 with Ampex equipment, one with RCA. Replies came from 32 stations.**


Washington
SEATTLE
TACOMA
PORTLAND
Oregon
Montana
North Dakota
Minnesota
Idaho
South Dakota
Wisconsin
Michigan
Wyoming
MINNEAPOLIS
ST. PAUL
FLINT
DETROIT
California
Nevada
Utah
Iowa
Nebraska
Illinois
CHICAGO
Indiana
Ohio
CLEVELAND
PITTSBURGH
Pennsylvania
SALT LAKE CITY
PROVO
Colorado
DENVER
Kansas
Missouri
INDIANAPOLIS
BLOOMINGTON
LOUISVILLE
SACRAMENTO
STOCKTON
FRANCISCO
ST. LOUIS
Kentucky
West Virginia
Virginia
RICHMOND
ROANOKE
NORFOLK
DURHAM
RALEIGH
North Carolina
SPRINGFIELD
Arizona
New Mexico
Oklahoma
TULSA
OKLAHOMA CITY
Arkansas
Tennessee
CHARLOTTE
South Carolina
Georgia
ATLANTA
CHARLESTON
Mississippi
Alabama
LOS ANGELES
PHOENIX
Texas
LUBBOCK
WICHITA FALLS
FT. WORTH
DALLAS
Louisiana
MOBILE
Florida
PENSACOLA
SAN ANTONIO
HOUSTON
GALVESTON
TAMPA
New York
SYRACUSE
SCHENECTADY
BUFFALO
ALBANY
HARTFORD
Vermont
New Hampshire
Maine
Mass.
New Jersey
LANCASTER
Maryland
WASHINGTON
February, 1959

VTR'S 71.1% REACH INTO U.S. TV HOMES

Researched and prepared by:
NTA'S TELESTUDIOS
in cooperation with
BROADCASTING MAGAZINE

Videotape coverage • This is the picture of videotape in the continental U.S. this month—68 stations in 26 states and the District of Columbia. Such is the nature of this fast-multiplying field that it will be out of date within weeks (the map, with shaded areas representing coverage of vtr equipped stations, was revised three times in two weeks before going to press).

The story behind the map is meaningful for both broadcasters and the clients who use their stations. Even today it is possible to reach a large share of the U.S. tv market with locally-originated videotape signals—meaning both local and national spot business.

The following is a list of the markets and the stations which are operating with videotape in February 1959:

ARIZONA: Phoenix—KOOL-TV.

CALIFORNIA: Los Angeles — KCOP (TV), KHJ-TV, KTLA (TV), KTTV (TV); Sacramento-Stockton — KCRA-TV; San Francisco-Oakland—KRON-TV, KPIX (TV), KTVU (TV).

COLORADO: Denver—KLZ-TV.

CONNECTICUT: Hartford — WTIC-TV; New Haven—WNHC-TV.

DISTRICT OF COLUMBIA: Washington —WTTG (TV).

FLORIDA: Pensacola-Mobile (Ala.)—WEAR-TV; Tampa-St. Petersburg—WFLA-TV.

GEORGIA: Atlanta—WAGA-TV.

ILLINOIS: Chicago — WBBM-TV, WBKB (TV), WGN-TV.

INDIANA: Indianapolis - Bloomington —WISH-TV.

KENTUCKY: Louisville—WHAS-TV.

MARYLAND: Baltimore—WJZ-TV.

MASSACHUSETTS: Boston—WBZ-TV, WHDH-TV.

MICHIGAN: Detroit — WJBK-TV; Flint—WJRT (TV).

MINNESOTA: Minneapolis-St. Paul—KMSP-TV, WCCO-TV.

MISSOURI: St. Louis—KCPP (TV); Springfield—KYTV (TV).

NEW YORK: Buffalo—WGR-TV; New York-Newark (N.J.)—WCBS-TV, WNEW-TV, WNTA-TV, WOR-TV, WPIX (TV); Schenectady-Albany-Troy —WRGB (TV); Syracuse—WSYR-TV

NORTH CAROLINA: Charlotte—WBTV (TV); Raleigh-Durham—WRAL-TV.

OHIO: Cleveland—KYW-TV, WEWS (TV), WJW-TV.

OKLAHOMA: Oklahoma City—WKY-TV; Tulsa—KOTV (TV).

OREGON: Portland—KGW-TV, KOIN-TV.

PENNSYLVANIA: Lancaster—WGAL-TV; Philadelphia — WFIL-TV; Pittsburgh—KDKA-TV, WIIC (TV), WTAE (TV).

RHODE ISLAND: Providence—WJAR-TV.

SOUTH CAROLINA: Charleston — WUSN-TV.

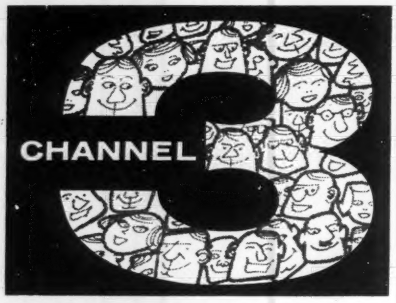
TEXAS: Dallas-Ft. Worth — KRLD-TV, WFAA-TV; Galveston—KGUL-TV; Houston—KPRC-TV; Lubbock—KDUB-TV; San Antonio—KENS-TV, KONO-TV, WOAI-TV; Wichita Falls —KSYD-TV.

UTAH: Salt Lake City-Provo—KLOR-TV.

VIRGINIA: Norfolk — WTAR-TV; Richmond—WRVA; Roanoke—WSLS-TV.

WASHINGTON: Seattle-Tacoma — KING-TV.

Information on markets and stations with videotape equipment was researched by BROADCASTING through Ampex and RCA; data on market coverage was researched by NTA's Telestudios, New York.



SEEN . . .
by more people!

Nielsen (Spring '58) shows 12.5% more TV homes. Refigure your cost per thousand! Base it on ratings x Nielsen!

KTBS-TV is seen by more than a million people with more than 1.5 billion dollars to spend in this oil-rich four-state market.

Channel 3 is the only single TV buy that can give you full coverage of this rich four-state market.

NBC
ABC

Ask your Petry man for details

CHANNEL 3
KTBS TV
SHREVEPORT LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr.

Program Guide For
FM-SCA LICENSEES
Present and Prospective

The only background music on tape that *isn't* also on transcriptions available to any broadcaster is

MOTIVATIONAL MUSIC by Magne-Tronics*

*Trade Mark

Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition —

mail coupon today for complete particulars.

MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME..

STATION...

STREET..

CITY.................................STATE......................

CONTINUED from page 112

day is done for the convenience of the stations to use their studios, personnel and taping equipment in the most convenient and economical manner, to reduce overtime and weekend work, to get program material not otherwise available and, particularly, to secure more local business. Stations generally do offer taping services to advertisers and agencies and about half of them also make videotape available to outside producers.

When the taping is done for the convenience of the station, there is naturally no charge made to the advertiser. But where he wants his programs or spots made on tape, a charge is made and about half of the stations with tape facilities have published rate cards. (These differ so much as to what services are offered and on what basis that the need for eventual standardization is evident. An industry committee tackling that job now could prevent widespread confusion among buyers and sellers at such time as taping becomes a common practice, which everyone agrees it soon will. Some stations, for example, provide taping services for a net charge; others make them commissionable).

What It Costs • Rates for taping an hour-long program vary from $70 to $300. For an announcement, the taping charges range from $14 to $50. Tapes taken from the station must be paid for, with prices varying from $300 to $400 for a reel of tape. All stations agree on a formula of providing a rehearsal period twice as long as the air time for each program. For announcements, 15 minutes of recording time and 30 minutes of rehearsal are standard. All announcements of one-minute and less carry the same taping fee at each station.

All stations answering the questionnaire report that staff technicians handle all the taping and none reports any problems that were not rapidly overcome as the men gained experience with the equipment. The technicians at 37.5% of the stations are non-union; at 40% they are members of IBEW; at 12.5% they belong to NABET and at 10% the union is IATSE.

Half of the stations are equipped with Ampex splicers, another 10% have these on order and 15% have developed splicing equipment of their own, with 25% reporting no splicers. The same technicians who are employed in taping also handle the splicing at all stations but one. That exception is KTTV, whose employes include members of both NABET and IATSE. The station's agreements with both unions provide for a sharing of tape splicing duties, with NABET members handling the cutting and assembly work (such as inserting a commercial) and IATSE members in charge of what might be called "creative editing."

Enabling a station to obtain new business is its chief value to a station, according to replies to a list of tape advantages which were checked as follows: Obtaining new business, 78% of respondents; saving man-hours, 66%; saving studio time, 59%; reducing overtime, 53%; improving program quality, 50%; obtaining new program material, 47%; reducing production time, 38%; reducing personnel, 16%; extending program hours, 12%.

Station comments indicate that much of the increase in business attributed to videotape stems from the improvement in quality that tape provides. "Tape's immediate playback lets errors be caught and corrected before broadcast." . . . "Allows sure-fire presentation of a complicated show." . . . "Adequate rehearsal of talent and production techniques assure on-air perfection." . . . "Assured excellence with a chance to re-do."

What's Wrong • Union problems, the lack of complete perfection in present vtr equipment and network regulations preventing affiliates from freely taping network shows for delayed local broadcast are the main reasons why some broadcasters have not been able to utilize videotape as fully as they had hoped. Advertisers who might have become profitable clients for taped programs or commercials and program producers alike have kept away from the use of tape rather than get involved in a labor dispute, one station reports. Another feels that with improved equipment it would not be necessary to assign a full-time engineer during taping periods. Several express dissatisfaction with network restrictions. And some feel that the cost of raw tape is too high.

Network policy is to forbid the taping of network programs by affiliates for playback at a later time. At ABC-TV and NBC-TV it's exactly that. CBS-TV in December relaxed its tape prohibition slightly and experimentally, making it possible for an affiliate to tape a CBS-TV network program provided it gets the permission of both network and sponsor in writing and agrees to telecast the tape only once, to erase it within six hours of use, to record and broadcast the full program and not to use it or any part of any other show. Even so, CBS-TV's rule is: "Except in unusual circumstances and unless a clear showing to warrant exceptions is made, tape delays of network programs by affiliates will not be permitted."

But the large majority of respondents skipped this question and so tacitly gave their approval to the vtr process as it now performs. This does not mean that they don't want more, however. Asked

to REACH and sell . . .

the GREATER SAN FRANCISCO·OAKLAND MARKET

BUY KTVU CHANNEL 2

The **ONLY** Television Station offering

. . . announcement **plans** in **all** time classifications

. . . full-sell **minutes** in **all** time classifications

. . . **uncut** feature films in **prime** evening time

Check KTVU or H-R TELEVISION, Inc. for complete details

2 KTVU

THE SEAL OF BETTER TELEVISION

San Francisco • Oakland Television, INC.

ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

what tape accessory they would like to have developed next, they called for a video erase head, a "videola" for editing, a remote control unit, a time footage counter, an electronic cueing device, indexing devices, a portable vtr recorder which can be carried by one man, a simplified splicer and a monitor head to provide "a foolproof method of monitoring while recording."

Informed of the desires of station users of tape recorders (VR-1000 is Ampex's code number for its basic monochrome unit), an Ampex spokesman said:

"As with other Ampex products, it is our policy to make the VR-1000 as flexible and versatile a tool as possible. Thus we are studying a number of possible accessories to the VR-1000, some of which are mentioned in the BROADCASTING survey results.

"From time to time, new accessories will be announced for use with the basic VR-1000. For example, some time ago Ampex demonstrated the VR-1010 color accessory, a third rack of electronics that converts the VR-1000 from monochrome to full color recording and playback. Several VR-1010's have already been shipped to two major U.S. television networks, and more are on order.

"As to remote control of the VR-1000, incidentally, the necessary connections are already installed in the back of every VR-1000 console, and Ampex is prepared to furnish the remote control unit on request. We have never had such a request, however."

Comments tended to be eulogistic. Typical are these three. "We think videotape is the greatest single contribution to television since the birth of the industry," writes Bob King, program director of WFAA-TV Dallas. "Fabulous potential for the entire industry — and it's working now," says Robert W. Breckner, program vice president of KTTV (TV) Los Angeles. "In time it will revolutionize our industry," states Sam Gifford, program director of WHAS-TV Louisville.

Videotape & labor

Videotape recording has introduced a new set of labor relations problems to television.

Essentially, the videotape recorder is a device that enables the tv broadcaster to use his facilities and personnel more effectively and economically. Two-thirds of the tv station executives who answered BROADCASTING's questionnaire concerning their use of videotape (see story, page 113) reported a saving in man-hours as one of vtr's outstanding advantages. More than half said they have been able to reduce overtime by pre-recording during the normal workday program material for broadcasting late at night or by pre-recording during the normal workweek program material for broadcasting on Saturday and Sunday.

Obviously, the introduction of videotape is a matter of concern to the individuals involved in getting programs on the air—and to the unions to which they belong. And these unions have not hesitated to protect the interests of their own members by insisting that the introduction of videotape shall not entail any change in jurisdiction.

"Technological changes don't change the nature of the work or the jurisdiction," George Flaherty, Hollywood international representative of the International Alliance of Theatrical Stage Employes, told BROADCASTING. "Jurisdiction depends on what the machine is doing."

As long ago as 1953, when the possibility of recording tv programs on tape was first rumored, IATSE revised the definition of motion pictures in its basic agreement with the motion picture producers to include "motion pictures made on or by film, tape or otherwise and whether produced by means of motion picture cameras, electronic

LEASE PROGRAM AUTOMATION

$200 per month

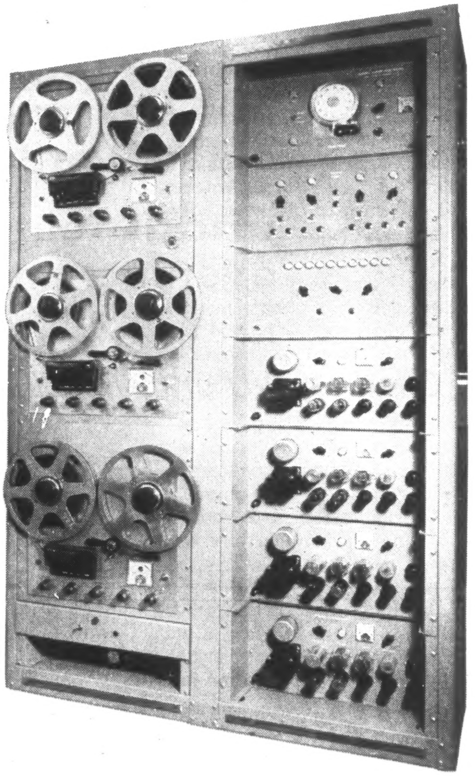
No Capital Investment

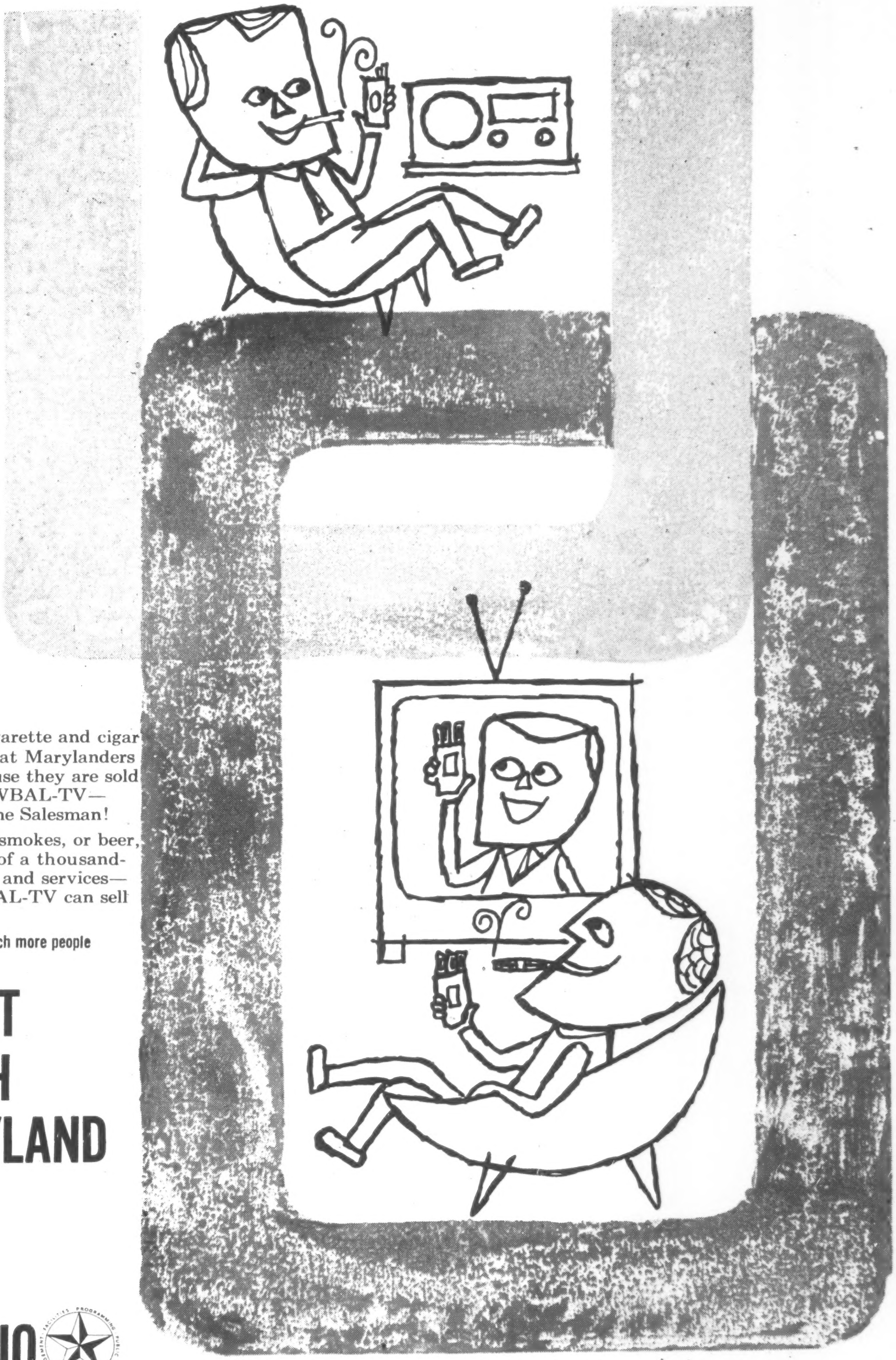
COMPLETE AUTOMATION
TRUE AUTOMATION

For lease or purchase
information contact

schafer custom engineering

235 South Third Street
Burbank, California
Telephone: THornwall 5-3561





SELLING SMOKE?

Nothing sells cigarettes and cigars like WBAL-Radio and WBAL-TV!

The nation's leading cigarette and cigar manufacturers know that Marylanders buy their brands, because they are sold by WBAL-Radio and WBAL-TV—Maryland's Number One Salesman!

When you want to sell smokes, or beer, or automobiles, or any of a thousand-and-one other products and services—WBAL-Radio and WBAL-TV can sell for you, too!

WBAL-Radio and WBAL-TV reach more people more of the time

YOUR BEST LINK WITH THE MARYLAND SMOKING MARKET

WBAL-RADIO

Baltimore, Maryland • 50,000 Watts • NBC Affiliate
Nationally represented by Henry I. Christal Company

WBAL-TV

Baltimore, Maryland • Channel 11 • NBC Affiliate
Nationally represented by Edward Petry & Company

Maryland's only Radio and vhf Television Combination

ADVERTISING'S BIGGEST PULL IS THE **KEL-O-LAND** HOOKUP!

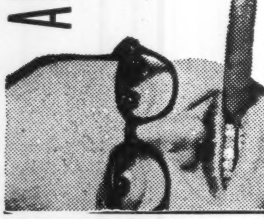
KEL-O-LAND is America's 81st market, and the fastest gainer among all markets. Joe Floyd's giant hookup covers it all—exclusively. And you buy it all with one single-station rate card.

You get a clean sweep of 103 counties, 221,810 tv homes in South Dakota, Minnesota, Iowa, Nebraska, plus several counties in N. D.

(Source NCS No. 3)

CBS • ABC

General Offices: Sioux Falls, S. D. • JOE FLOYD, President; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Assoc.



KELO-TV
SIOUX FALLS
and boosters
KDLO-TV
ABERDEEN-HURON-WATERTOWN
KPLO-TV
PIERRE-VALENTINE-CHAMBERLAIN

cameras, or devices, tape devices or any combination. . . ."

The editing problems of videotape, which cannot be viewed frame by frame like motion picture film, are the main deterrent to the use of vtr in motion picture studios, Mr. Flaherty believes. He also believes that sooner or later tape will be introduced into movie making and is positive that when it is, it will be handled by members of IATSE.

At the tv networks, he said, tape does what was formerly done with kinescopes. They were handled by the engineering unions, the International Brotherhood of Electrical Workers and the National Assn. of Broadcast Engineers & Technicians, so those unions naturally have jurisdiction over taping done there. "When the time comes, I think [the unions] will be able to work out our problems," he said. "We [IATSE] will expect them [the engineers] to recognize our contracts as we recognize theirs."

Currently, at the tv networks, the unions with jurisdiction over the various live program duties also have jurisdiction over vtr operations. The performers are members of the American Federation of Television and Radio Artists, not Screen Actors Guild; the directors are members of the Radio & Television Directors Guild, not Screen Directors Guild; the engineers, cameramen and other technicians are members of IBEW (at CBS-TV) or NABET (at ABC-TV and NBC-TV), not IATSE. The networks have two contracts with Writers Guild of America, one covering live programs, the other filmed programs. The live program agreement terms also apply to taped programs. Wage scales are the same for both.

The theory is that, in essence, taping is an extension of live programming, a pre-recording made primarily to allow network programs to be broadcast at times best for the viewing public. Virtually all network telecasts except sporting events are broadcast "live" for the Eatsern Time Zone, but recorded on tape for broadcast in the rest of the country. This permits west coast viewers to watch a program broadcast at 8 p.m. in the East at 8 p.m. themselves, not at the inconvenient hour of 5 p.m.

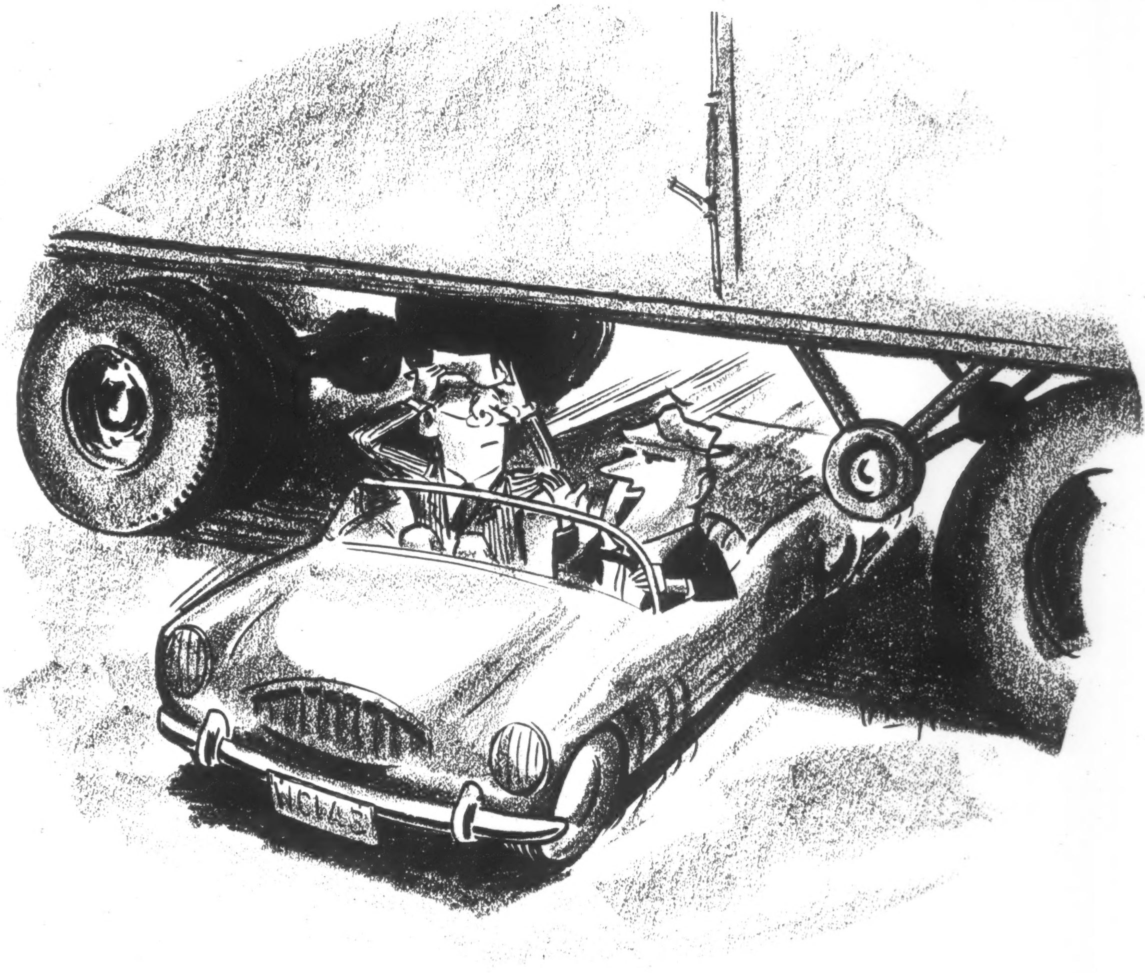
Shortly after the networks began putting virtually their complete program output on videotape for delayed broadcast, RTDG questioned the propriety of having the taping done completely by engineers in network tape rooms, with no supervision by a program director. After a thorough review of the situation, a decision was reached that, as long as a program already produced in accordance with RTDG contractual provisions was merely being recorded without change on videotape, there was no need for the services of a director in the taping process. Should the program be altered, with certain portions eliminated and perhaps others substituted during the taping, however, then the networks agreed that it would be fed through the film assembly room, where a director would be on duty, before being taped.

Some network programs are pre-recorded on videotape before the original broadcast. Here the reason is not the convenience of the audience, but to enable the employment of a star or stars who, because of theatrical or other engagements, would not be available for a live evening broadcast.

Generally, these pre-taped shows are produced as if they were live performances, starting at the beginning and continuing to the end, with the editing done in the control room by shifting from camera to camera as the performance proceeds. Sometimes, certain sequences of these programs are taped at another time and place and inserted into the main body of the show. Even here, however, the production technique is that of live television, with scenes shot with multiple cameras and not done over and over with a single camera placed successively to record the scene from various angles in motion picture fashion. The editing of these taped shows, therefore, is still considered as live television rather than a film process and is performed by the network technicians.

Tv stations with videotaping recorders use them generally to pre-record programs so as to make the most efficient use of their studio facilities and personnel. Interviews with newsworthy people can be taped at their convenience for inclusion in late evening news programs. Studio programs can be taped at whatever time facilities are available. Local commercials for use during after-midnight feature film telecasts can be taped during the day.

At stations, the taping is done by staff technicians who may be members of IBEW, NABET or IATSE or who may not belong to any union. The same technicians who do the taping also do whatever cutting, splicing and editing is needed. One Hollywood station, KTTV(TV), which employs members of both NABET and IATSE, divides the tape editing between the two. Rough editing (cutting from black to black to insert commercial or program segments) is done by NABET technicians, who handle the taping. Fine editing is done by IATSE film editors. That this presages a dual-union tape editing arrangement on any widespread scale seems unlikely. It is, however, indicative of the willingness of two unions to work



"It just hit me! -- WCIA is the 46th* tv market!"

A true AREA market located with transmitter approximately 129 miles from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in 54 wealthy, industrial, and rich black-soil counties.

Five metropolitan markets (BLOOMINGTON, CHAMPAIGN-URBANA, DECATUR, DANVILLE, and SPRINGFIELD) plus 1,912 cities and villages create a larger market than offered by twenty-one states and territories such as Arizona, Arkansas, Colorado, or Oregon.

***TV. Mag. Dec. 1958**

WCIA
CHAMPAIGN, ILL.

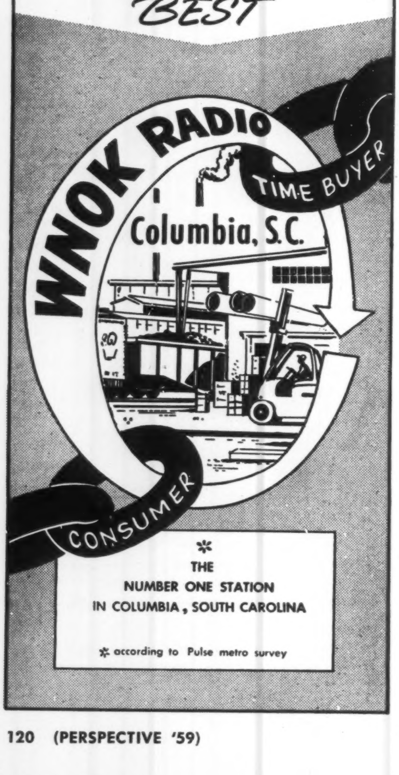
CHANNEL
3
CHAMPAIGN

CBS
OFFICIAL
CBS
OUTLET
for
CHAMPAIGN
URBANA
BLOOMINGTON
SPRINGFIELD
DECATUR
DANVILLE

George P. Hollingbery,
Representative

HOT SPRINGS
ARKANSAS
(Population 33,800)
is LARGER than
MIDLAND, TEXAS
(population 64,700)
IN GEN. MERCHANDISE SALES
LA CROSSE, WISC.
(population 79,700)
IN DRUG SALES
SHEBOYGAN, WISC.
(population 92,500)
IN APPAREL STORE SALES
for the "WHY" ask
Tom Clark Bert Sears
Clarke Brown or
KBHS
5000 WATTS ON 590
113 Third Street, Hot Springs, Ark.

The link that serves
South Carolina's largest city
BEST



THE
NUMBER ONE STATION
IN COLUMBIA, SOUTH CAROLINA
according to Pulse metro survey

amicably together in a new field whose work pattern has not yet become set by industry practice and union rules.

Strangely enough, the major struggle over videotape jurisdiction has not come in the technical field, where a determination of union jurisdiction determines also which man shall work on tape and which shall not, but in the acting-announcing area, where by and large the assignment of tape jurisdiction to one union or the other determines only which card the performer presents when reporting for work and which union agreement sets the pay scale. Most performers who work in television belong to both AFTRA, which has jurisdiction over live performances, and to SAG, which has jurisdiction over filmed performances.

Before the advent of vtr, the division of authority between AFTRA and SAG was clear. All live tv performances (including kinescopes) were AFTRA'S; all tv performances recorded on film belonged to SAG. For all practical purposes, this meant that all programs recorded for syndication, all commercials recorded for spot tv campaigns, were done on film by SAG members (Kinescope quality was not very good and the SAG rates were lower). But now videotape provides a new and satisfactory way to record tv programs and commercials. Should AFTRA or

Few color vtr problems at WBTV (TV)

WBTV (TV) Charlotte, N. C., is the only tv station in the country (apart from network installations) equipped for color recording and playback and the only station whose videotape equipment came from RCA rather than Ampex. The RCA preproduction taping apparatus has been in service at WBTV since Sept. 5, 1958, and what the station management thinks of it is best shown by the fact that WBTV has a second color unit on order, with delivery expected before the end of March this year.

Neither installation nor operation of the colortape has presented any unusual problems, WBTV's engineering vice president, Thomas E. Howard, told BROADCASTING. "When the present studio building was designed in 1954 space was allocated for two color videotape recorders," he said. "The entire installation was accomplished by WBTV technicians —none of whom had even seen the equipment before its arrival in Charlotte."

Having broadcast network color programs since 1954 and local live color since 1955, the engineers knew about colorcasting and met no new problems with colortape, Mr. Howard reported. "All of our technicians have been trained in playback operations and about a third of the staff has been checked out on maintenance and recording operations."

Describing the equipment, he mentioned specially the "ability to check the complete electronics of the entire recording system by utilizing the 'set-up' position which takes the color bar test signal through all the processes of modulation, demodulation, processing and color phase stabilization without rolling the tape." Color reproduction has been "extremely good," he said, with "picture and sound on a home receiver indistinguishable from that of a live program."

What is "probably the most important—and certainly the most exciting—operational feature of the system" is a second sound track known as the "cue-track," Mr. Howard said. "This facility greatly simplifies cueing problems, allows playback instructions to be recorded simultaneously with program video and audio, and all of the program director's conversation with and instructions to studio and control room personnel can be recorded directly from the program inter-com onto the 'cue-track.' During the recording process 30-second or one-minute blanks can be left in programs while the director's cueing instructions are fed to the 'cue-track.' When the program is played back on the air the director's instructions are simultaneously played back from the 'cue-track,' allowing live or film cut-ins to be cued in precisely during the blanks left in the program for this purpose."

The one thing that WBTV technicians do not like about their first RCA colortaping machine is that the video recording heads are not "satisfactorily exchangeable," Mr. Howard said, and the machine cannot use tapes made by any other. The second RCA unit, however, is of advanced design. Tapes made on it and on Ampex models will be interchangeable.

The second RCA machine will be exhibited by RCA at the NAB convention in Chicago in mid-March. Afterward it will be shipped to WBTV. It is a custom-made prototype of the production model which RCA will market generally.

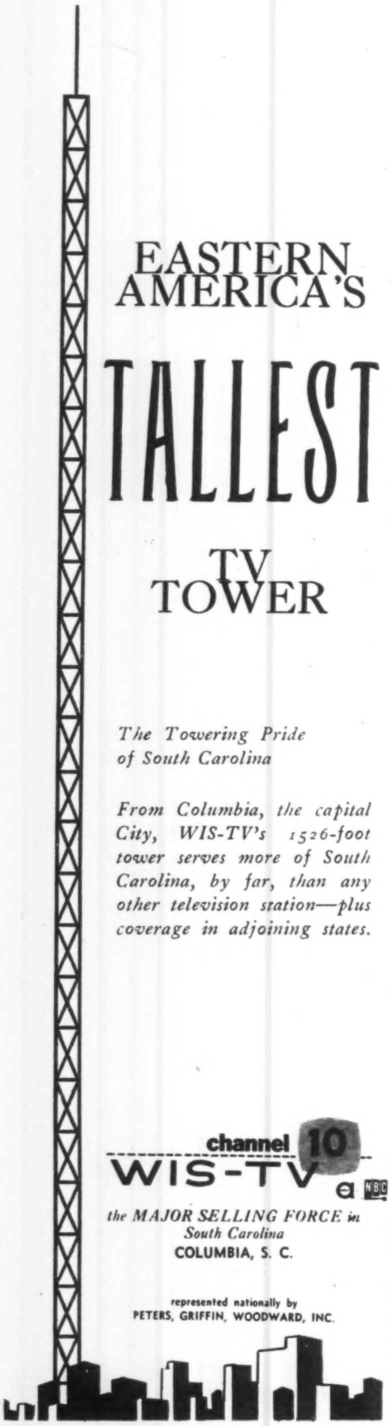
"So then U.S. Steel invested $770 million in us"

An American baby is born every eight seconds—11,000 every day—4,000,000 a year. Our population will soon be over 200 million. And as our population grows, our production must grow. We'll need millions of new homes . . . new schools and hospitals . . . new highways to carry 75 million motor vehicles by 1970 . . . not to mention countless appliances and conveniences that haven't even been invented yet!

No temporary setback can stop the growing needs of our population. That's why United States Steel has gone ahead with expenditures totaling $770 million to provide more and better steels for tomorrow's citizens. This is the practical way that we've demonstrated our faith in the future.

USS is a registered trademark

USS **United States Steel**


EASTERN AMERICA'S
TALLEST
TV TOWER

The Towering Pride of South Carolina

From Columbia, the capital City, WIS-TV's 1526-foot tower serves more of South Carolina, by far, than any other television station—plus coverage in adjoining states.

channel 10
WIS-TV a NBC
the MAJOR SELLING FORCE in South Carolina
COLUMBIA, S. C.

represented nationally by
PETERS, GRIFFIN, WOODWARD, INC.

SAG have the jurisdiction? That was—and is—the question.

SAG's position is that tape jurisdiction should be divided between it and AFTRA on the basis of who is the employer. Programs taped by stations or networks should fall under AFTRA's control; those taped by motion picture producers should belong to SAG. Last spring, when renegotiating its contracts with advertising agencies and independent film producers for tv film commercials, SAG saw to it that the new agreements covered tv commercials produced on tape as well as on film, except where these are taped "for advertising agencies by tv stations and networks at their own broadcasting facilities."

AFTRA promptly protested the SAG contract and filed a petition with the NLRB asking for certification as sole representative of all performers employed for work on videotape, regardless of the employer or the place of employment. The hearings, in which AFTRA's petition is opposed by the tv networks as well as SAG, began in New York Sept. 30, 1958.

Meanwhile, there was a growing feeling among members of both AFTRA and SAG that perhaps a merger of the two unions would provide the best solution not only to the problems of videotape but also to other differences between the two groups. After the New York members of SAG had voted almost unanimously for such a merger, the guild, at its annual membership meeting, adopted a resolution authorizing the employment of "an impartial research organization to make a thorough study of the feasibility of a merger with AFTRA" (BROADCASTING, Dec. 1, 1958).

This resolution, which was subsequently sent to all SAG members throughout the nation for their approval, says that not only AFTRA but other branches of the Associated Actors & Artistes of America (parent union of all performers' unions) shall be invited to participate in the study and, possibly, in the merger. Proposal for the merger study, its submission to the national membership of SAG and the move to broaden its scope to include other talent unions have all been termed delaying tactics on the part of the screen actors. Historically, it is true that efforts for such a merger, dating back to the late 1930's, have been favored by AFTRA and its predecessor, AFRA, and opposed by SAG. Yet there is logic in the SAG argument that a merger is a "serious and complex matter" with "many problems that must be worked out before a plan of merger can become a reality" and it would be better to define and determine the effects of a merger in advance rather than to be forced to face them after a merger.

Whatever the outcome of the merger movement, right now the conflicting claims of AFTRA and SAG to videotape jurisdiction have cut off an anticipated flood of taping business from the producers of programs for syndication or tv spot commercials to a mere trickle. For example, consider the "Pilgrimage Play," religious spectacle which has been presented annually in Southern California for 38 years. Hal Roach Studios obtained from the Hollywood Bowl Assn. the right to produce the "Pilgrimage Play" on videotape as an hour special program and contracted with KTLA (TV) Los Angeles "to provide facilities, services and personnel to videotape the production at the actual site of the Pilgrimage Theatre," according to the announcement by Roach.

SAG and SDG said that if Roach were the actual producer of the program, as seemed probable, then their contracts with the Roach Studios would apply and their members would have to be engaged for acting and directorial chores. AFTRA maintained that the identity of the producer was irrelevant, that the production would clearly be a remote taping job for the station and that, under the terms of AFTRA's contract with KTLA, AFTRA members would have to be employed as actors. KTLA has no contract with RTDG, so there was no dispute there. Technicians at both station and studio are members of IATSE, so there was no dispute there, either. But the AFTRA-SAG dispute has been sufficient to halt any attempt to vtr the "Pilgrimage Play".

Generally, ownership of a property and the place the work is done are the controlling factors in determining union jurisdiction. The CBS-TV contract with IBEW, for example, states that any program produced by CBS-TV either live or on tape shall be handled by IATSE members. The contract further states that any program owned by CBS-TV shall fall within IBEW jurisdiction, whether it be live or on tape. (There are a few exceptions, but in general that is the rule.) So, if *Gunsmoke,* which is owned by CBS-TV, were to be produced as a live show or on tape, the technicians would belong to IBEW. Produced on film, it is outside the IBEW jurisdiction. But if *Desilu-Westinghouse Playhouse,* owned by Desilu, were to be put on videotape at the Desilu Studios, then the CBS-TV-IBEW contract would not apply and the taping would be allotted in accordance with Desilu contracts with studio technical unions.

Residuals—payments for program or commercial reuse—formerly were matters of concern mainly to the film unions, but with tape the network contracts with AFM, AFTRA, RTDG and WGA all include residual provisions.

"Imagin'

me goin' ta collidge!" WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion's share of the audience in the PROVIDENCE MARKET.

WJAR-TV CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

'HAVE AUDIENCE, CAN SELL'—FM

But agencies still look for proof of recent progress of medium

Full-toned fm, aristocrat of the radio spectrum, can't break into Madison Avenue's exclusive agency row but there are signs it is gaining recognition.

The least appreciated medium in modern advertising is starting to draw informal nods from timebuying inner circles. It is drawing, too, an occasional advertising contract.

Unfortunately fm's business hasn't caught up with its audience. Circulation and audience loyalty keep hitting new highs in a score of major markets. The growth is consistent and at times spectacular.

But fm will have trouble entering agency doors until it comes bearing "numbers"—the multi-digit, plastic-bound collections of statistics that media salesmen pour into Madison Avenue.

Fm, 1959 model, is starting to acquire numbers. In quantity, they're not very impressive among the sky-high stacks of market, circulation, psychological and motivational matter disgorged by competitive media. The documented story of fm, however, is becoming more impressive.

Without numbers, few advertising agencies can be bothered with the digging involved in the bulk buying of fm time.

Fm broadcasters are trying to convince agencies they can't buy a select, quality audience by the numbers.

These agencies are becoming aware that fm has high-buying, opinion-making listeners in big markets but agencies usually buy the dominant mass media where staff and production costs can be spread over millions of viewers, listeners and readers.

Most of the big advertising agencies make these added observations:

- Nobody reps fm.
- Fm broadcasters don't sell or promote.

Fm's numbers must be seen, and studied, to be appreciated. The medium has developed the most coveted of economic traits—upward hooks on its charts. These trends reflect fm's recent progress:

- Production of fm receiving sets is up sharply—375,000 (domestic) in 1958, according to preliminary estimates, perhaps 500,000 when final reports are in. Imports are rising.
- More fm stations are operating (578 on Feb. 1, 536 two years ago).
- More stations are taking the air (127 new grants in 1958, 10-year record).
- Fewer stations are falling off (22 in 1958, 10-year record).
- Circulation keeps growing—15 million fm sets (National Assn. of Broadcasters).
- Low-cost stereo ($99.95 for example) is stimulating public interest in realistic sound.
- Low-cost fm sets (Granco has an fm-only receiver retailing at $29.95) are adding a mass-media approach.
- Am-fm auto sets, portables and fm adapters are appearing.
- Multiplex services offer added station income and a chance to reach the stereo audience without using two separate stations.

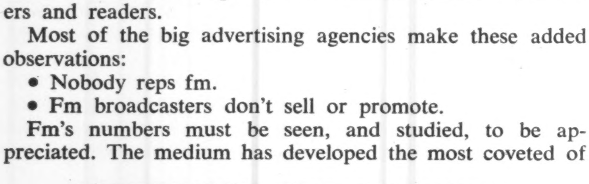
Two years ago BROADCASTING reported (April 8, 1957 issue) that fm was doing better than in 1956 and 1955. Small ground for optimism, perhaps, but it didn't take much at that time to make the average fm broadcaster break out into a beaming smile.

Looking Back • Nothing, not even a decade of bumps, bruises, scorn and television, could kill this stubborn radio medium. Said BROADCASTING of fm in 1957:

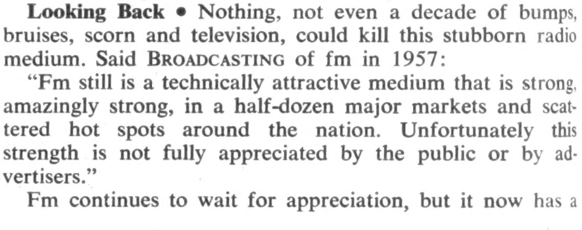
"Fm still is a technically attractive medium that is strong, amazingly strong, in a half-dozen major markets and scattered hot spots around the nation. Unfortunately this strength is not fully appreciated by the public or by advertisers."

Fm continues to wait for appreciation, but it now has a

FM SETS MANUFACTURED YEAR BY YEAR



FM STATIONS ON AIR AT YEAR-END



more attractive story to tell than it had two years ago.

Agencies wonder why most station representatives won't promote fm. These representatives have the same practical approach as timebuyers—they hesitate to devote staff time and sales costs to fm because the pickings are scant compared to tv and am.

Fm stations are lax in their selling and promotion because they have low card rates and can't afford to sell the Madison Avenue way. And many fm stations merely duplicate am programming, further cheapening the medium in timebuyers' eyes.

Rating services aren't doing much nationally for fm with the exception of Pulse (see table of national fm penetration by cities). One Chicago station, WFMT (FM), boasted recently that it made eighth place in the local Hooperatings.

Put simply, fm is a tough sell.

Harbingers of Better Days • It's starting to get easier, however. Not much, but some. Westinghouse Broadcasting Co., professing pleasure at its 1½-year, four-station fm operation, hints it may come up later this year with a new approach to fm time-selling based on extensive research.

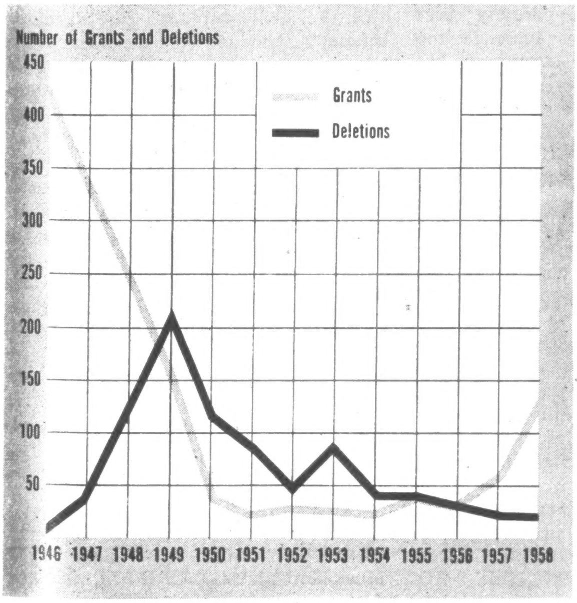
Two Chicago network-owned stations—WBBM-FM (CBS) and WENR-FM (NBC)—are programming separately. Two Hearst stations—WBAL Baltimore and WISN Milwaukee—have filed fm applications at the FCC. KRON-FM San Francisco is back on the air. Buffalo is more active.

These are a few symptoms. There are others. RCA has just delivered the first of its new line of fm transmitters, the BTF-5B, fitted for one or two multiplex subcarrier generators. The supply of used fm transmitters, once huge, is down to a trickle. Most radio, tv and phono equipment is engineered for stereo though not necessarily for hi-fi. New and smaller tubes do less drifting. Stereo dominated the 1959 International Hi-Fi show held in Washington. About 11% of lp record sales are stereo.

Fm stations that are programmed separately from am are holding their music-loving audiences as public tastes improve. Fm and recordings have led the trend toward serious or adult music in an era of rock-and-roll controversy.

Am networks, deep in trouble, are watching the trend toward better music and the growth in the fm audience. In Philadelphia tony Mainliners have embraced the all-jazz programming of WHAT-FM as well as long-hair broadcasts.

FM STATION GRANTS, DELETIONS AT FCC



Listener Revolt • The monotony of am programming in many markets offers fm one of its greatest opportunities. Not typical, perhaps, but intriguing is a letter to the editor that appeared in the *Oklahoma City Times* a fortnight ago:

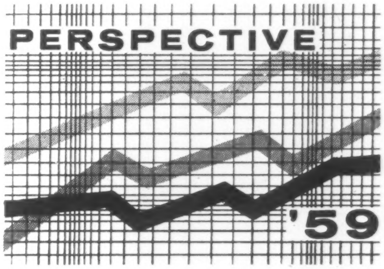
"I have just happily banished radios from my house and purchased a stereophonic record player, thanks to local jockeys who cram the airwaves with loud, nerve-shattering noise erroneously called music." The *Times* caption, "So Goodbye to Radio."

In many markets there is more fm than am listening at night. The demand for fm sets and converters is booming. Japan has entered the U.S. set market with fm models.

Fm can show an impressive array of trends and audience characteristics, many of which are more important than the eye-catching numbers that agencies love.

A year ago *Time* magazine, large buyer of fm broadcast time, carried a roundup story titled "Fm on the Upswing." Last November 7 the *Wall Street Journal* had a wrap-up titled "Fm Radio's Rebound."

A nationwide fm project under auspices of Brown U. graduate school, conducted by Lyman Allen, noted "an impressive burst of activity since 1956" plus a larger share of fm-only grants.



An Indiana U. research team cited these reasons for the "fm boom": increasing hi-fi interest, more upper-level programming interest, stereo, fm operating economy, flexibility of am-fm operation, multiplex services, more fm sets and converters, and functional music.

The government is getting interested, with FCC and civil defense looking to fm as a means of communication if wires are down in an emergency. Vast numbers of school children are acquiring learning and an appreciation of fm through 164 educational, noncommercial fm stations (88-92 mc).

McGannon Peeks Ahead • What about fm's commercial future? Donald H. McGannon, Westinghouse Broadcasting Co. president, said the company is convinced that "more and more the public is interested in fm and serious-music programming." He described the audience as "specialized" and one that represents in large measure "the opinion makers and decision makers of our communities."

Mr. McGannon said it is a mistake to apply to fm the same commercial standards applied to am, tv or print, thus failing "to recognize their audience composition and the chance to reach a very specialized audience." Sponsorship is diversified, including publications, utilities, banks, book stores, oil companies, automotive and travel agencies. WBC is starting a research project designed to show this "extra value" to advertisers. He noted the chance fm offers WBC to provide additional public service.

WBC has a dozen fm advertisers and is shooting for 30. Its fm stations are KEX-FM Portland, Ore.; WBZ-FM Boston; KYW-FM Cleveland and KDKA-FM Pittsburgh. The programming recognizes modern young people are better educated and are developing a taste for better music.

The industry trade association, National Assn. of Broadcasters, is starting a new publication, *F-M-phasis*. NAB maintains research and information services for fm. John F. Meagher, NAB radio vice president, said:

"Fm appears at last to be realizing some of its early promises. While not yet a booming financial success, there is more reason for optimism in the last two years than any time since the early postwar years." He cited the multiplex

Remember Radio?

While a tenor named Vallee hi-ho'd his way into living rooms through a megaphone into a microphone and the world waited on the halting words of a King abdicating the throne of England to marry the woman he loves, radio matured as the greatest force of consumer motivation in our time.

Now, again, there is an awakening in radio. This return to piercing coverage of our world's movements . . . comedy that lightens . . . music—honest music —that fills our homes . . . this is bringing renewed strength to the medium.

BALTIMORE HAS IT . . . the powerful purchasing strength of over a million listeners . . . listeners who remember radio's greatness and one station that right now is lifting its voice in the tradition of this greatness. Together, this *particular* station and these *particular* 1,473,000 listeners can affect the course of *your* history!

Remember Radio
WWIN has it on
right now...at **1400**
BALTIMORE

Represented nationally by Bob Dore Associates
New York—Chicago—San Francisco

potential, a gain in am stations using fm to give night service and the 15 million set circulation.

Fm has its troubles but business and circulation have picked up tremendously in the last two years.

Outside communications facilities are coveting fm's 20 mc band and have told the FCC so in comments on proposals to revise the 25-890 portion of the spectrum. One organization, FM Broadcasters, will fight any effort to trim the fm band.

After one band shift (from 50 mc) after World War II, a major FCC fm upheaval could wreck the medium. The hazard, it appears, isn't serious at this point.

Fm, almost unorganized on a national basis, faces the future with a minimum of statistics but a good statistical potential. Some hard selling and promoting are the next order of business.

FM SPOT CHECK

A high-spotting of fm progress around the United States shows that 17 markets have an fm saturation of 33% or better. Dozens of phone calls to fm operators from coast to coast show activity in most of the major markets. The full story would require a book and a year of research. A rapid onceover of some busy fm markets, typifying the things that are happening in the medium, follows:

EAST COAST

There's been continued fm progress during the last two years along the Eastern Seaboard. New York leads the nation in fm saturation (57.1%), possibly aided by its cosmopolitan populace and reception problems that affect am in this skyscraper-apartment market.

Madison Avenue apparently isn't taking this tremendous audience too seriously, with a few exceptions, but may catch up one of these days.

WQXR-FM New York duplicates am and feeds the WQXR network reaching out 550 miles. It is called the largest commercial fm network, having 14 stations and reaching 3.1 million fm homes. WQXR started stereo in 1952.

The newer Concert Network, including WNCN (FM) New York, has owned-operated stations in Boston, Hartford and Providence. An audience based on 2,650,000 homes is covered in New York (17 counties), according to WNCN, which operates on a 24-hour schedule. New York billings have increased 500% since last spring and include Sinclair Oil, Hilton Hotels, *Time,* KLM, Sheraton Hotels and brokers. The network claims 3.6 million homes. Ballantine has just bought 40 spots a week, 52 weeks, on Concert through Wm. Esty agency.

WBAI (FM) New York says its gross is up 400% in a year, with a 7-11 p.m. sellout. Rates were raised 50% in 1958, and again in 1959. Current base rate is $100 an hour. An institutional rate is planned for those who buy hourly but will accept fewer commercials.

WNYC-FM New York, city-owned and noncommercial, is on the air 24 hours a day. It uses live music liberally, catching hi-fi listeners. Stereo is being expanded. WFUV (FM) operated by Fordham U. is experimenting with stereo and subchannels.

New York is flanked on the south by one powerful fm area, Philadelphia, and on the north by another, Boston and New England—a cluster of fm homes in the most heavily populated part of the nation. Anywhere in the area it's more than worthwhile to own an fm set, a spinning of the dial bringing in rich signals and fine programming. A year ago Pulse showed 36.3% fm saturation in Philadelphia and last summer the Boston figure was 49.9%.

Raymond S. Green, managing WFLN-FM Philadelphia, said fm is "much better" than two years ago. He claimed 500,000 homes can get an am-fm stereo signal from WFLN-AM-FM, He added the am station last year but the fm income is still rising and it's ahead of am revenue.

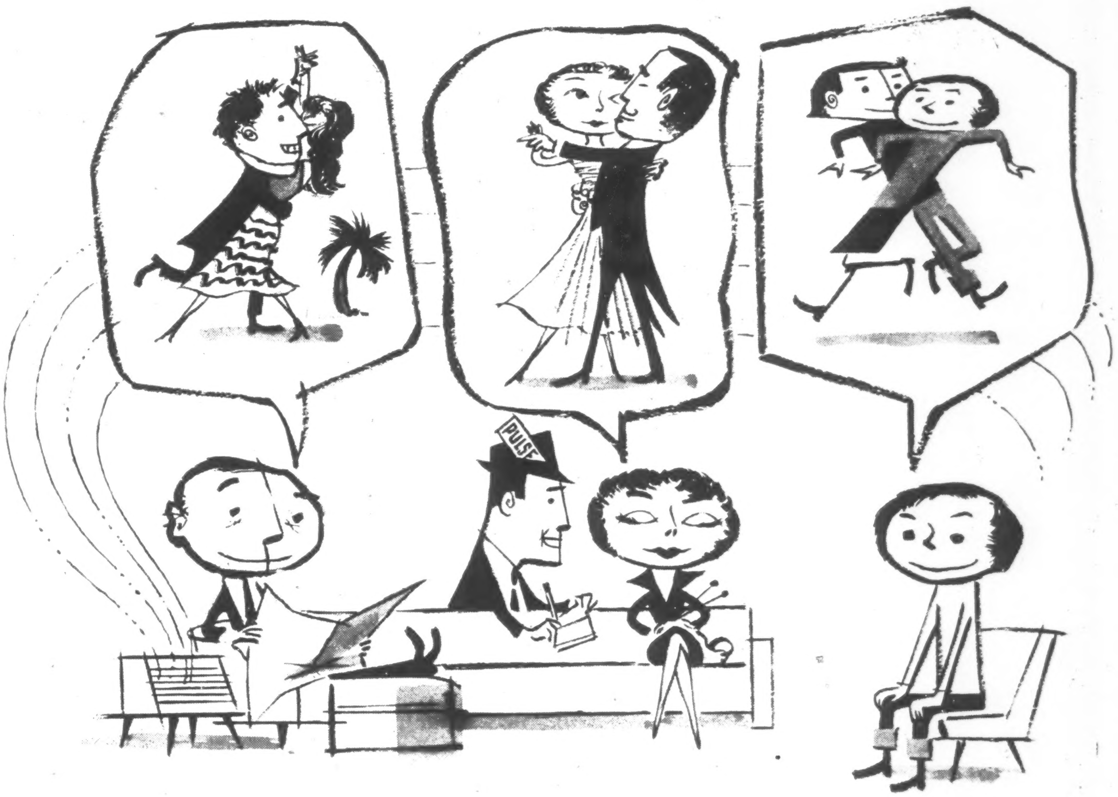
Mr. Green directs Good Music Broadcasters Inc., with 14 stations coast-to-coast. It operates as a an am-fm station representative and income is up 30% over two years ago. Air France uses a special show on the list.

WPEN-FM Philadelphia features "sweet music," selling spots or fm segments across the week. Sponsors range from investment houses to discount stores. William B. Caskey, executive vice president, contends fm "is in its infancy" because broadcasters have chosen to treat it as something special and apart. He said there is an enormous audience anxious to turn on fm sets if enough good programming is offered.

WHAT-FM Philadelphia is on 24 hours, separately programmed after 4 p.m. with a jazz format. Dolly Banks, manager, said jazz is getting about the same listeners as classical music stations and is drawing gilt-edged sponsors. A jazz program guide is published. Twenty-four hour separate fm operation starts this month, followed by stereo and multiplex.

WFIL-FM claims "tremendous response" from its am-fm stereo, started a year ago. Fm sponsors include Bell Telephone, Berlitz and a 16-dealer Magnavox co-op account.

Boston, one of the early fm strongholds, finds audiences still growing for music and stereo. WCRB-FM, managed



Q: What radio station comes closest to playing the kind of music you like?

A: *WWDC the winner—in a poll conducted by PULSE. Proof that our "multiple music menu"—programmed for all tastes—is favored by metropolitan Washington.*

For full details on this and other important areas of leadership, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." Based on a special qualitative PULSE survey, it will give you a true yardstick of Washington, D.C.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Things continue to move fast in Jacksonville, Fla.—where WWDC-owned Radio **WMBR** *is now first in the morning and second in the afternoon (Oct.-Dec. Hooper). John Blair & Company will happily supply all of the solid facts and figures.*

HOLD EVERYTHING!
(If you want to skim the cream off the Southern California Market!)

KDUO

SO. CALIF.'s MOST POWERFUL FM STATION

COVERS THREE MAJOR MARKETS:
LOS ANGELES
SAN BERNARDINO
SAN DIEGO

POWER: *83,000 Watts E.R.P.*

LOCATION: *Central and inland to greater coverage*

PROGRAMMING: *Music and news*

CENTER OF THE DIAL AT 97.5 MC

According to Pulse 48% of all homes in Southern California have FM radios—and new FM sets are selling at a rate of 10,000 units per month in this area. KDUO can give your campaign *DEPTH* where it really counts—among the upper income influentials who buy more than their per capita share. Write, wire, or phone *collect* for availabilities.

KDUO
1680 NORTH VINE ST.
HOLLYWOOD 28, CALIF.
HOllywood 4-7497

Advertisement

WKYW STARTS CCA No. 2

In a letter to Mr. Boyd Lawlor, Mid-West Sales Manager of Community Club Services, Inc., Mr. F. Eugene Sandford of Radio Station WKYW, Louisville, Kentucky, stated:

MR. SANDFORD

"We have finally completed our tabulations of our last Community Club Awards Campaign. The grand total bonus value, as indicated on our weekly tally sheets, was $23,337,548. The actual dollar value of proofs - of - purchase from sponsors tabulated from our weekly tally sheets totaled $1,577,357.

We are planning the kick-off party for our new Campaign on January 15th and are sure that we shall have as much success as we did with the first one. In fact, all indications point to an even bigger Campaign than our first."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

by Theodore Jones, is dominantly serious music. It began stereo broadcasting with WCRB several years ago and recently broadcast a Boston Symphony Orchestra series in stereo. Its stereo listeners guide shows how to set up speakers according to room size. The stereo tape library of its own pickups includes several hundred programs.

WGHB-FM, noncommercial-educational station in Boston, last month transmitted a live Boston Symphony concert to Europe via cable (BROADCASTING, Feb. 2). It was picked up by BBC, Radiodiffusion Francaise and Radio Brussels. Lowell Institute Cooperative Broadcasting Council operates the station.

CHICAGO

In Chicago there already are 19 fm stations serving an area estimated to have over 750,000 sets. More stations are on the way. Biggest development of the last two years was the CBS separation of WBBM's am and fm programming. Walt Dennis, managing WBBM-FM, said there has been a steady gain in business every month since the station started commercial fm operation six months ago. "The pace of fm is getting faster, the future was never brighter," he said. Solid coverage is claimed for 15 counties, plus perimeter service to others, with possibly 900,000 fm homes altogether.

WFMT (FM), managed by Bernard Jacobs, has been called one of the top three commercial fm outlets in the nation, with business up 65% from 1957. Over 21,000 pay $4 a year for program listings. WENR-FM plans to ask for a power boost.

Of three network-owned fm radio properties in Chicago, WBBM-FM (CBS) and WENR-FM (ABC) are separately programmed. WMAQ-FM (NBC) duplicates.

Generally regarded as the oldest fm sponsor in Chicago is Talman Federal Savings & Loan Assn., which has just renewed on WFMT for three years. One WBBM-FM client, Oklahoma Oil Co., sponsors 56 weekly newscasts. WEFM (FM), pioneering Zenith Radio Corp. outlet, may go commercial on a limited basis. Zenith, incidentally, is said to make over 50% of industry fm set production. Motorola is back-ordered on am-fm tuners for hi-fi and stereo gear. "Stereo caught us by surprise," said Tom Golden, Motorola marketing manager. "The demand is absolutely crazy."

Ed Wheeler, who entered fm after the war with WEAW-FM, figures a million sets are within reach of the station, located in suburban Evanston. An extensive storecasting service is provided. WGN Chicago is watching all this fm excitement. WGN-FM, once a dominant outlet, has been off the air several years.

Fm Penetration for Various Markets (Pulse)

CITY	DATE	%
Albany, N.Y.	10/58	33.1
Bakersfield, Calif.	10/58	32.4
Boston, Mass.	7/58	49.9
Buffalo, N.Y.	11/58	33.4
Charlottesville, Va.	11/58	15.3
Chicago, Ill.	11/58	41.9
Cincinnati, Ohio	5/58	26.9
Cleveland, Ohio	11/57	34.1
Columbus, Ohio	11/58	37.4
Dallas-Fort Worth, Tex.	4/58	20.7
Houston, Tex.	11/58	29.8
Kansas City, Mo.	10/58	29.5
Los Angeles, Calif.	8/58	48.7
Miami, Fla.	10/58	31.7
Milwaukee, Wis.	4/58	22.1
Minneapolis, Minn.	10/57	16.9
New Orleans, La.	11/58	24.1
New York, N.Y.	7/58	57.1
Philadelphia, Pa.	2/58	36.3
Pittsburgh, Pa.	11/57	27.6
Portland, Ore.	11/57	46.1
Providence, R.I.	10/58	35.1
Rochester, N.Y.	10/58	41.9
San Antonio, Tex.	7/58	17.1
San Diego, Calif.	7/58	36.0
San Francisco, Calif.	9/57	47.3
Syracuse, N.Y.	11/58	23.6
Trenton, N.J.	11/58	32.9
Washington, D.C.	12/56	41.0
Westchester Co., N.Y.	3/58	61.4

FM Unlimited, headed by Charles Kline, operates a sales-agency firm offering fm package buys.

WEST COAST

Two years ago Pulse data showed more fm than am listening in metropolitan Los Angeles. Background music services abounded and competition in the field was fierce (BROADCASTING, April 8, 1957). A survey of the market showed it was one of fm's hottest spots. It still is.

Since that time progress has been steady. Eighteen fm stations are on the air. There is programming for every type of listener and KNOB (FM) is having considerable success with an all-jazz format, a service that WHAT-FM Philadelphia is featuring.

KBIG started program-testing its fm adjunct, KBIQ (FM), in January. The station was to go commercial this month (February), and am-fm stereo starts in March. KDUO (FM) is another fm outlet with a February starting date, featuring "foreground" show and semi-classical music. KHOF (FM) is about 90% religious (Radio the Christian Way) and operates commercially.

KCBH (FM) Beverly Hills boasted it signed $17,000 in business during October, including Cresta Blanca wine, Tuborg beer and GE.

Several stations have felt the competitive surge in recent months and are programming primarily for functional

WHEN "PUBLIC POWER" WINS— YOU LOSE!

The promoters of federal government "public power" are trying to get their hands on more of your tax money

Five and a half billion dollars is an important sum of money. Especially when you realize that some of it is yours.

It's the amount of tax money *already spent* on federal government "public power."

And that's just the beginning. The lobbyists and pressure groups who promote "public power" are pushing the idea that Congress should spend *10 billion dollars more* on this costly program—to be collected from *you* and other Americans.

And it's all so unnecessary! America's many *independent* electric companies are able—and ready—to supply all the electricity the nation needs—*without* your tax money.

What can you do about it? Plenty! This waste of taxes goes on only because most people aren't aware of it. Spread the word. Talk with your friends. As soon as enough people know they are paying needlessly for "public power," they will stop it.

America's Independent Electric Light and Power Companies

Company names on request through this magazine music clients. Pulse data, however, show good music is picked by 50.7% as first reason for fm listening. The Pulse study shows 48.7% fm saturation in the market. Electric League of Los Angeles, checking set sales, reports 24% of sales are now fm sets.

San Francisco has a half-dozen fm stations and high Pulse fm saturation (47.3%). KRON-FM, off the air several years, has returned. Portland Pulse shows 46.1%. Some fm programming is exchanged on the coast. San Diego is a growing fm market. With strategic mountain sites for antennas, some of the Los Angeles fm signals reach San Diego.

WASHINGTON-BALTIMORE

A turn of the knob on one of the estimated 235,000 fm sets in the Washington metropolitan area is a musical feast. The result is a full range of programming—all the way from longhair through standards to the rock 'n' roll output of fm stations duplicating service of their am affiliates.

Over a dozen local fm signals feed Washington, Baltimore, Annapolis and other mid-Atlantic cities. WGMS-FM, WASH (FM) and others are experimenting with stereo and the results are surprising. This is perhaps due to the thousands of military and government technicians who rig their own stereo units as well as the active hi-fi audience.

Washington is an arty city, with a heavy sale of the better recordings. WGMS-FM supplies a duplication of the am station's steady diet of good music. Ray Kohn, general manager, who founded the pioneer WFMZ (FM) Allentown, Pa., still insists am is doomed to extinction. "Fm has finally succeeded," he said. "Like power steering, once you've had it you can't go back to the old kind." The station is experimenting with stereo commercials and plans to unveil the project soon.

WWDC-FM is separately programmed by President Ben Strouse, another fm veteran and NAB board member for fm as well as chairman of the NAB Fm Committee. The station's income has doubled in two years, according to Herman Paris, vice president, and the Muzak functional music loop is profitable. Drugcasting ties the basic WWDC-FM music service into 90 Peoples Drug Stores as well as the functional loop. WWDC-FM, WASH and others report regular fan mail from Pennsylvania, West Virginia, Delaware and even Ohio.

WOL-FM duplicates, with classical music broadcast in the evening. It is tied in ownership with WNAV-FM Annapolis, which programs Store-Radio service to 150 supermarkets ranging from Delaware through Baltimore and Washington to Westminster, Md., and from Elkton, Md., southward to Onancock, Va. The longest radius is about 100 miles (see agency-stereocasting review).

WMAL-FM feeds music by multiplex to Michaels Enterprises, operating a functional service. The station's fm operation, directed by Stan Hamilton, has over a dozen sponsors using a soft-sell technique. WTOP-FM and WRC-FM duplicate am programming, augmenting the am coverage and reaching many apartment houses where fm has superior penetration. WFAN (FM) mostly duplicates its sister WOOK. Richard Eaton, operator of both, is planning separate fm programming. "Fm has a tremendous future," he said. He added that WARK-FM Hagerstown carries a substantial sports service with beer and gasoline sponsors.

WITH-FM Baltimore has featured good music several years. Sam Kravitz, manager, said the station is showing "real signs of life." Income from sponsors in 1958 was 28% above 1957 and "1959 looks better." WCAO-FM repeats am service. A new outlet, WFDS-FM, is on the air in evenings. Mr. Eaton said he is adding an fm signal to WSID Baltimore.

DETROIT

There's more fm radio programming than am in Detroit, according to Harold I. Tanner, operating WLDM (FM). Ten commercial and four educational fm outlets are on the air. Of the 10 commercial stations, three are independent fm. Two am-owned stations program independently. WLDM celebrates its 10th anniversary Feb. 12 and Mr. Tanner said it is operating in the black.

Most of the WLDM business is local, where relationship with sponsor and agency is personal, he said, observing that national selling is costly and he is content "to let others play statistical roulette." Sponsors include Detroit Edison, holiday choral program; J. L. Hudson Co.; National Bank of Detroit, Sunday musical hour, plus a number of other banks; Sinclair Refining, Cadillac, Chrysler, Pontiac, Plymouth, Columbia and London records; theatres, and appliance dealers.

WLDM has 1,000 Muzak clients now being converted to mx. Stereo is attracting interest but is not yet an important medium in Detroit. In the motor capital many Continental and Lincoln autos sold by Ford Motor Co. have an am-fm radio.

KANSAS CITY

Progress of fm is steady in Kansas City, a mid-continent fm oasis, according to E. K. (Joe) Hartenbower, general manager of the Meredith radio stations, KCMO-AM-FM. The fm outlet is in its 11th year of independent programming, featuring fine music. News, weather and sports programming have been expanded.

Pulse figures show 29.5% of homes (nearly 100,000) in the market have fm reception. The tune-in time per home is increasing—1.4 hours daytime fm tuning in area (1.1 for am tuning); 2.0 hours fm at night (0.8 for am). These are October 1958 Pulse figures.

Verifak found during the same month that the number of sets tuned to fm during any average half-hour has risen 40% in the last two years (9.7% in 1956, 13.3% in 1958).

KCMO operates background music (Muzak), serving around 500 commercial clients who are being converted to multiplex (Harkins). Mx permits service to outlying shopping centers where phone circuits would be a problem.

KCMK (FM) took the Kansas City air in early 1958, with multiplexed background music supplementing its music and program service. Programming follows the average am pattern in many respects. Two college noncommercial stations provide fm service—KCUR-FM U. of Kansas City, and KANU-FM U. of Kansas at Lawrence.

KCMO-FM has a separate rate card and salesman. Base Class A announcement rate is $42 weekly for a package of seven announcements; $30 for a package of three five-minute newscasts a week in Class A time. The station is

CHANNEL 9 and '59

OUR BEAUTIFUL NEW QUARTERS. READY FOR OCCUPANCY EARLY 1959.
WSOC-TV Channel 9 Charlotte, N. C.

hovering around the black-red borderline (not including the Business Music Service) and recently expanded its sales force. Some 1,400 subscribers pay $1 yearly for a program schedule.

"Agencies must be educated about fm's audience, coverage and loyalty," Mr. Hartenbower said. The Pulse study showed 63.7% of fm listeners like the good music, 18% fewer commercials.

HERE & THERE

With four commercial stations and one applicant, Houston's audience is estimated at 125,000 sets (Harris County). Pulse found 29.8% fm saturation. A majority of the audience is described as being in the $10,000-up income bracket, with 40% owning two or more cars and 81% owning homes. Stereo is popular. A mass am-fm stereo demonstration was staged last November.

WBAP-FM Fort Worth programs separately 8 a.m. to midnight, selling in half-hour and hour segments. It reports a continuous profit over the last two years. Leeford's hi-fi store, Buddie's Supermarkets and other sponsors are steady time users. Buddie's renewed recently for the third year. It tracks down fm impact by advertising custom-cut meats on fm exclusively. KRLD-FM Dallas duplicates 24 hours a day; KIXL-FM is separate 7 p.m. to sunup; WRR-FM is separate part of the time, KSFM (FM) in the evenings. KCLE-FM Cleburne programs separately part of the time. Pulse saturation is 20.7% as of April 1958.

Fm is still on the slow side in the Carolinas, though North Carolina once was an fm stronghold. WMIT (FM) Charlotte, N.C., is one of the older operations. Harold Essex, WSJS-FM Winston-Salem, N.C., is duplicating am except for church and in-school programming. "I still believe in fm and am working on long-range plans," he said.

WSLS-FM Roanoke, Va., has several fm-only night hours sold and plans "to sell harder," according to Horace S. Fitzpatrick, station manager. Banks and the Miller & Rhodes department store are among sponsors claimed by the station.

Around the country, fm is looking up, according to prevailing sentiment. There still are weak spots and blank areas, but they're receding month by month.

Multiplexing

The wide fm broadcast channel (200 kc) allows room to extrude two or more extra signals, a trait that induced the FCC in 1955 to allow fm stations to provide public utility services on multiplex (mx) channels. The FCC at the same time specified the system of feeding functional music carrying beeps blanking out station announcements (simplex) would be banned.

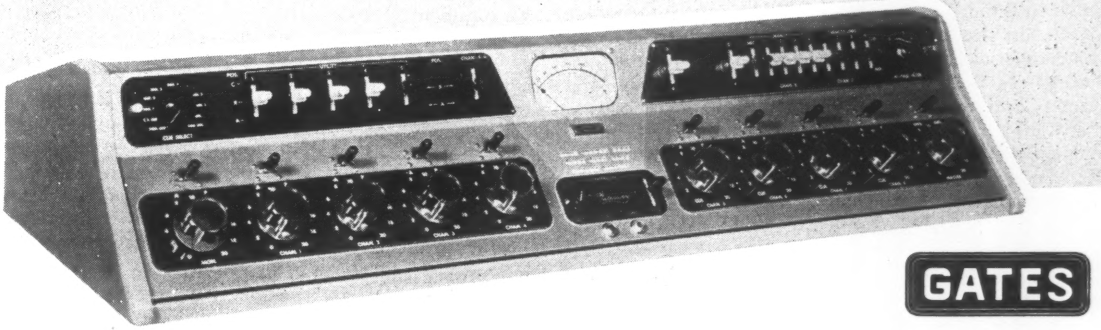
Many simplex operators whose broadcast service did double duty as the music heard in subscriber restaurants were opposed to the simplex ban and didn't like the idea of financing costly equipment installations at transmitters and receivers.

Mx grants have been "temporary development authorizations" as the FCC postponed temporarily the death of simplex functional services because of technical problems inherent in development of the new mx devices.

Bugs Have Flown • Nearly 100 fm stations are broadcasting mx service, according to a study by General Electronic Labs. Equipment makers argue that the developmental bugs have been disposed of and there are no serious technical problems.

Mx is still without FCC standards. For example, most of the mx stations happen to be using the 67 kc spot in the fm channel as the center of the multiplexed signal. Many others use 42 kc, and a wide-swing 50 kc method is gaining favor (see Stereo story). Bootlegging of mx signals has become a prob-

WHAT DO YOU WANT IN AN AUDIO CONSOLE?



GATES

Is it serviceability? An inbuilt cue-intercom? A variable hi-pass filter? Generous control functions? Simplicity of operation? Here's what Broadcasters are saying about the Gates "Gatesway" audio console.

- *"It is the most flexible control board I have ever operated."*
  WMRB, Greenville, South Carolina
- *"Frequency response and distortion will meet even the most exacting demands."*
  KRNO, San Bernardino, California
- *"(I like) the easy serviceability and simplicity of operation. There are many different channels to operate from. We have used Gates equipment for years and we are completely sold on its high quality operation."*
  WTNT, Tallahassee, Florida

Eight step type mixing channels accommodate five microphones into four preamplifiers (15 microphones by use of utility keys), four turntables, four tapes, network, and four remote lines. Includes 10 watt ultra linear amplifier, variable hi-pass filter, inbuilt cue-intercom, and five unwired utility keys for individual needs. Twenty-seven keys accommodate 52 switching functions for almost any conceivable broadcast use. The Gatesway is the largest selling audio control console manufactured today.

Write today for complete information on the Gatesway . . . the leader in audio systems

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

Fm on wheels

After years of dreaming, fm broadcasters believe that the auto market eventually will do for fm what it has done for am operators.

A sifting of enthusiastic promotion literature and checking with importers and factories shows that auto fm reception is starting to get public attention and sets are being bought as promotion increases.

The Gonset Division of Young Spring & Wire Corp., Los Angeles, used a dozen fm stations last fall in cooperation with Fm Broadcasters of Southern California. The stations carried a half-dozen spots daily for auto models. FMBSC was paid a fee for each set sold and netted $3,000. A national campaign is contemplated, a promotion boost that fm stations will relish.

Am-fm Car Radios • Blaupunkt's Blu-Spot am-fm car radios are appearing in fair quantities. Bercraft Corp., Chicago wholesaler, reports 1958 sales much better than 1957. It is promoting on the air and in newspapers, cooperating with dealers.

When Nelson Chevrolet, Chicago, offered an am-fm set at the same price as an am-only unit, using WCLM (FM), the dealer sold nine cars in three days.

Bendix Radio, Baltimore, is producing a custom fm tuner that is optional for $129 with Ford's Lincolns and Continentals. Last year 3.2% of Lincolns and Continentals were equipped with tuners.

While the fm auto audience is small, advertisers will start to take notice as it develops. About 1,000 autos are equipped with am-fm receivers in the Washington, D. C., area. Chicago fm stations figure 5,000 autos there have fm.

They Cost More • Am-fm sets cost a little more and currently require custom installations but they can be removed from cars at time of sale and placed in new cars. Goodbinder Assoc., Washington, reports a recent increase in dealer interest in Blu-Spot as well as more requests for literature. A slant antenna is recommended for fm tuning but is not necessary.

American set makers are cautious about entering the fm auto field. Edward R. Taylor, Motorola vice president in charge of consumer products, doesn't feel fm sets are feasible at this time because of terrain and other problems. This operating objection isn't shared, however, by all makers and distributors. Philco, like Motorola, has been mentioned in connection with auto fm but a spokesman said there are no present plans to enter the market.

Japanese imports aren't a factor, though that country is starting to make fm home and portable sets in small quantities. The German Becker fm unit for autos sells for about $170. Some German autos come fm-equipped.

Word-of-mouth promotion and use of consumer media are stirring interest. Fm broadcasters are hopeful, but they realize it will be years before the auto audience can interest timebuyers.

---

lem since adapters for receivers reached the market.

FCC's burial day for simplex is involved in litigation. A group of fm stations, headed by WFMF (FM) Chicago, appealed an FCC order to stop simplexing and won an appellate court decision. FCC appealed and lost. The legal dominoes may be maneuvered for another year or more. Even if the FCC takes a final beating in the courts, it could start all over again and specify that every fm station using simplex must make the entire station service conform to FCC program standards, one confused broadcaster suggested. That could start another litigation carnival.

Money Won't Talk • Multiplexing is fighting an uphill battle. Most engineers agree that serious technical weaknesses of the mid-decade period have been overcome. Some broadcasters love it and are making money with music and other functional services. Others hate the thought of paying for conversion of equipment.

A seminar of mx broadcasters, equipment makers, music suppliers and others interested in the subject is tentatively set April 24-26 at the Hotel Chamberlain, Newport News, Va., according to Dan Hydrick, manager of WGH-FM-MX Newport News-Norfolk. Mr. Hydrick, its organizer, expects around 200 to attend. A similar Hydrick seminar held in September 1957 drew nearly 200 and developed into a lively session that helped clear up some of the confusion surrounding multiplex.

Multiplex can grow without standards, but they'll soon be needed. FCC apparently is waiting for mx to develop further before worrying about standards. Besides, it has stereo, Congress, tv allocations and a host of more perturbing problems on its neck.

Agencies and fm

"Tell them to bring in some numbers," a timebuyer at a top advertising agency said in reply to a query about fm. He added, "I never see an fm salesman. Nobody ever reps fm. They don't promote."

Reminded of fm's 15 million sets and high-income audiences in a score of major markets, he threw up his hands and observed, "Look, we just can't afford it. Sure, I know it's growing and I like the music, but there aren't any market and audience statistics worth putting in the files with the exception of WBBM-FM Chicago, New York stations and a couple of others."

These observations are echoed at a number of major agencies, but there are three agency executives who boost fm—Ray L. Stone, radio-tv timebuyer of Maxon Inc.; Joe Gans, head of Joe Gans & Co., and Larry Schwartz, president of Wexton Adv. Agency, all in New York.

Mr. Stone has spoken highly of fm for several years. Last autumn he proposed formation of an fm national network featuring "adult music" and discussed it with broadcasters (BROADCASTING, Nov. 3) but he couldn't find much encouragement. A taped or live network could be operated at reasonable cost and reach nearly half the radio homes in the 10 major markets, he argued at that time.

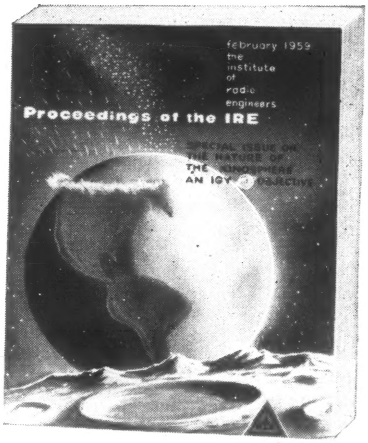
Second Survey • Maxon is starting a second questionnaire survey of fm stations for one of its clients, General Electric Co., which is adding to its fm receiver line. Mr. Stone is convinced fm "has improved tremendously but it's scattered and hard to pin down." He regrets there is no active association of fm stations or station cohesion.

"Technically, there's no reason for am," he said. "Fm is wonderful. It has a great potential but is still floundering. Improvement is slow and steady. Fm has fine coverage. It's a shame the country hasn't taken advantage of it."

As to stereo, he considers it exciting "but not yet a big medium." He described it as "a coming thing, like color television. When it will come is the question."

Mr. Gans' agency has seven fm advertiser clients. He is frequently described as the "biggest fm buyer in the country." A client, *Time* magazine, has been buying time in nearly two-score markets for two years and *Sports Illustrated* is now testing the medium, figuring the quality fm audience is ideal for subscription campaigns.

Rosy Future • "Fm's future is abso-



KNOW YOUR NEW WORLD

by reserving your copy of ***THE NATURE OF THE IONOSPHERE—AN IGY OBJECTIVE,*** *special February issue of* ***PROCEEDINGS OF THE IRE.*** *On these pages you will find a distillation of 18 months of an intensive international effort. Set against a background of earlier work, here is a new compendium of engineering knowledge edited to your special interests. Here is your new frontier.* ▽

PARTIAL CONTENTS OF IONOSPHERE–IGY ISSUE

- **"The Earth and its Environment"** by S. Chapman, U of Colorado
- **"The Constitution and Composition of the Upper Atmosphere"** by M. Nicolet, Radio and Meteorology Institute, Belgium
- **"The Normal F-Region of the Ionosphere"** by D. F. Martyn, Radio Research Labs. CSIRO, Australia
- **"The Normal E-Region of the Ionosphere"** by E. V. Appleton, U of Edinburgh, Scotland
- **"The D-Region of the Undisturbed Ionosphere"** by J. J. Gibbons & A. H. Waynick, Penn State U
- **"The Distribution of Electrons in the Ionosphere"** by J. O. Thomas, U of Cambridge, England
- **"Motions in the Ionosphere"** by C. O. Hines, Defense Research Board, Canada
- **"Meteors in the Ionosphere"** by L. A. Manning & V. R. Eshleman, Stanford U
- **"Atmospheric Whistlers"** by R. A. Helliwell, Stanford U & M. G. Morgan, Dartmouth U
- **"Radiation and Particle Precipitation upon the Earth from Solar Flares"** by L. G. B. Biermann & R. Lust, Max Planck Institute for Physics and Astrophysics, Germany
- **"The Very-Low-Frequency Emmissions Generated In The Earth's Atmosphere"** by R. M. Gallet, National Bureau of Standards
- **"The F-Region During Magnetic Storms"** by K. Maeda, Kyoto U & T. Sato, Shiga U, Japan
- **"Aurora Phenomena"** by E. N. Parker, U of Chicago
- **"Rocket Observations of the Ionosphere"** by H. Friedman, U. S. Naval Research Lab.
- **"Earth Satellite Observations of the Ionosphere"** by W. W. Berning, Aberdeen Proving Grounds
- **"Exploration of the Upper Atmosphere with the help of the 3rd Soviet Sputnik"** by V. I. Krassovsky, Institute for Atmospheric Physics, Moscow

REMEMBERS THE MAN

IRE ®

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th St., New York 21, N. Y.

△ Enclosed is $3.00

△ Enclosed is company purchase order for the February 1959 issue on I.G.Y. and Ionosphere.

Send this special issue of THE NATURE OF THE IONOSPHERE—AN IGY OBJECTIVE to:

NAME____________________

COMPANY____________________

ADDRESS____________________

CITY & STATE____________________

All IRE members will receive this February issue as usual.

Extra copies to members, $1.25 each (only one to a member)

Fm's emergency role • FCC Comr. Robert E. Lee appeared at a recent meeting of the NAB Fm Committee to explain how the nation's fm stations can be used to set up an instant emergency network if all wires are down. The medium's interference-free, reliable coverage and other technical traits make it ideal for non-wire national hookups, he told the broadcast group. Dramatic progress in fm's coverage, facilities and audience was cited to Comr. Lee by committee members. Left to right: C. Frederic Rabell, KITT-FM San Diego, Calif.; John F. Meagher, NAB radio vice president for radio; Raymond S. Green, WFLN-FM Philadelphia; Comr. Lee; Ben Strouse, WWDC-FM Washington, committee chairman; William B. Caskey, WPEN-FM Philadelphia; Michael R. Hanna, WHCU-FM Ithaca, N.Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.

lutely rosy," Mr. Gans said. "I'm convinced there will be a tremendous boom in four or five years. Most autos will eventually have fm, and small fm home and portable sets will replace am."

As the gross national product increases, he argues, people want better things. That includes better sound. He said fm shouldn't be bought on the old agency formula—cost-per-1000—because of its loyal, high-income and above-average audience. However, he feels the medium needs the mass media approach which can be provided by a trade association and low-cost sets.

Disagreeing with Mr. Stone, he contends an fm network isn't feasible. "Fm is hard to buy," he said. "We often have to call or write stations to do business with them. Station managers rarely have anything definite to sell and most of the reps won't touch it."

Year of Decision • The year 1959 will be "fm's year of decision," according to Mr. Gans. "Fm must go all out to gain recognition as a national medium. It will be judged by its ability to sell." (Mr. Gans explained his fm position in detail in a "Monday Memo" in the Dec. 15, 1958, BROADCASTING.)

Mr. Schwartz is just as enthusiastic as Mr. Gans about fm's potential. He can tell fm's progress through several of his component clients. Sales of Harman-Kardon hi-fi gear, Rek-O-Kut components, Collaro turntables and Reeves tape are "skyrocketing" because of stereo and hi-fi interest. "Dealers are excited over stereo," he said. "We buy frequency-test beeps at fm time breaks for one client," he recalled, adding this optimistic observation: "We expect to double 1959 fm advertising placements over last year. We now have four fm clients. By the end of the year we expect to have eight. Program quality is up a lot. Station revenue is rising. Fm portables and auto sets will help."

The score—one major agency hopeful but waiting; two agencies buying fm regularly think it's wonderful; the average major agency isn't convinced.

Wm. Esty, New York, is interested in fm and recently bought a package of 160 Ballantine beer spots on Concert Network.

Agencies realize fm's high-income families spend more money. But they still want to know, "Who listens to fm, and when?"

Fm Offspring • Storecasting services arose from fm's reliable and interference-free coverage. They tie groups of stores into functional subscriber hookups that get a combination of background music service and advertising messages directed via fm at merchandise stocked on the shelves.

The storecast operator is a hardy media man, serving as a sort of hybrid sponsor, broadcaster, programmer, advertising agency, broker and display merchandiser.

Oldest major unit in the field is Storecast Corp. of America, founded 13 years ago by Stanley Joseloff. It claims to be "the largest fm sponsor," serving 250 advertisers who feed programming into 725 stores from Chicago to New England. Storecast crews check on merchandise stocks to see if they are duly displayed. The firm now has a blanket ASCAP contract.

Ad Tie-ups • With the slogan "Stars of the Stores," tie-ups are made with am stations that advertise storecasting products. A Monday morning *Supermarket News* is a digest of events in the food business and is aimed at food brokers and store management before stores open their doors. Storecasts uses the slogan, "Music to Buy By."

WEAW-FM Evanston, Ill., is operated by Edward A. Wheeler. His storecasting is described as feeding 180 Jewell, 150 National and 400 Certified stores out to a 100-mile distance from Chicago.

E. R. Lerner, Washington, operates Store Radio. The firm's 50 advertising accounts are fed to 150 supermarkets within a 100-mile radius of WNAV-FM Annapolis, Md., which supplies programming and beep-controlled spot announcements, weather, news and public service copy. David H. Taylor, Store Radio sales director, said the client list includes Alcoa, Philip Morris, Tetley Tea, Swans-Down, My-T-Fine, Diamond salt, Banquet frozen foods, Esso (Flit), Helene Curtis, Statler Paper (nine-year client), Phillips soup, Pablum, Libby and Milani specialties.

Meaning of Stereo

All broadcasters—am, fm, tv—are closely watching the exciting burst of stereo into the marts and studios but fm broadcasters are more interested than anybody. To fm operators stereo promises (1) a way to make fm service more attractive and popular, and (2) a chance to make, they hope, some money.

Stereo is riding a fantastic promotional wave inspired and paid for by set makers, recording firms, appliance and hi-fi dealers, component manufacturers and broadcasters. Magazine and newspaper writers and entertainment columnists are giving stereo daily miles of publicity. Fm is enjoying a piggy-back promotional and publicity ride.

The result of all this publicity has been a revolution in technical and manufacturing styles, and widespread public interest and curiosity. Stereo is now fashionable—so fashionable that no radio or phonograph advertisement is complete without it. Unfortunately the subject has suffered from the reams of trivia turned out by writers who prattle endlessly about apex formulas and reverberations.

Goal: Realism • Put simply, stereo is a sound picked up and/or fed from more than one point, giving a sense of depth. It takes numerous forms but in each the goal, as in hi-fi, is realism.

Stereo has a built-in advantage not found in hi-fi—anybody with a tin ear can tell the difference between stereo and monaural or monophonic sound. On the other hand, many ears dislike or are repelled by hi-fi, a reaction that surprised the early fm promoters who tried to build a new medium on an anticipated public desire for a super-signal that could transmit dog whistles during thunderstorms.

While fm's early noise-free and high-quality claims failed to meet the challenge of television during the post-war period, stereo is stampeding the sound market. A lot of stereo really isn't stereo, if a man with a sliderule is nearby. At best, much is pseudo stereo to the technician. And much is very low-fi, which can be said also for a great deal of hi-fi merchandise.

Hearing No Evil • Even low-fi stereo is intriguing. Like the old sex adage—when it's good it's wonderful; when it's bad it's still pretty good.

The magic term hi-fi sells millions of dollars of radios and record players. And the appeal of stereo is even more effective as a sales device.

An industrywide survey conducted last summer by BROADCASTING for the 1958 YEARBOOK issue showed signals in stations putting out stereo signals in various forms, including participation with am stations. New stations are joining the group every day.

A new technical item is a studio-transmitter package announced by Gates Radio Co. It includes turntable, tape, console, transmitter and multiplex (BROADCASTING, July 14, 1958). WQXR New York has all its live programming in stereo.

Promise for Fm • Given the dream treatment, stereo promises fm a powerful boost because fm has special advantages due to the technical superiority of its transmission. With stereo, fm service is even better than before. Fm with hi-fi and stereo, if fed into good receiving gear, can more nearly approach faithful reproduction of an original performance than am.

Phonograph records and tapes with stereo pickups are flooding the stores. Some prophets figure all phonograph recordings and pickup equipment will be stereo within a few years, possibly excepting pop music and specialities.

But stereo has some serious problems. It requires semi-captive listening to enjoy full realism. The purist contends the listener must sit near the point at which the sounds from two speakers meet in a room. Position of equipment, of listener, of furniture and of furnishings can influence stereo efficiency as well as details of original performance and processing. Only the stereo fan will put up with technical tidbits that are the knob-players delight.

Move to Standardization • Right now stereo has no technical standards or uniformity. Fortunately a move toward systems uniformity has been started by Electronic Industries Assn., which has set up National Stereophonic Radio Committee (BROADCASTING, Feb. 2).

The first need is compatibility. That is, existing equipment must still be able to deliver and receive service when a performance is done in stereo.

Broadcast stereo takes many forms—two am stations; am-fm stations; am-tv; am-fm multiplex; am (one station with am single-sideband); fm-fm multiplex (one station, using 42 or 67 kc as center of multiplex signal); fm-fm multiplex (one station using 50 kc wide swing or sum-and-difference multiplex signal; tv-fm stations; tv-multiplexed fm; multiplexed sound within tv carrier.

Public Enthusiastic • Most broadcast experiments with stereo have brought enthusiastic comments from the public. Many hi-fi fans have converted phono rigs to stereo and can pick up broadcast stereo unless, of course, it is multiplexed. Adapters for fm multiplex are now on the market, ranging from $50 upward.

Will stereo lead fm into important money? The first problem is to set up uniformity from studio to living room. Manufacturers have retooled production lines with stereo in mind. Some of the low-cost phono and radio lines, starting under $100, use swinging-door or removable-lid speakers.

Fm broadcasters will find their audiences limited if they put out stereo in several forms (see above). Advertisers are nibbling at stereo, but am and tv stations also can get a piece of this money if they're interested.

But stereo is often dramatic, even startling—whether, for example, from an RCA Mark XIV record player ($129.95), Mark II combo ($550) or Mark I ($2,500).

Short of Perfect • Stereo systems using two broadcast stations—such as an am and an fm station—are open to the waste-of-spectrum objection. Multiplex signals are not hi-fi enough for some audio hobbyists but the technical differences in separate stereo signals are more than offset for the average listener by the multi-dimensional effect. One multiplexed system uses the main fm carrier for high notes with low-frequency base notes on the narrower multiplex signal.

Stereo has engendered vast broadcast management enthusiasm, especially on the fm side.

Its broadcast portent is exciting. Stereo may be the fm operator's financial dreamboat.

But don't count on it for a killing—not for a while.

ONE HUNDRED ELEVEN*
NATIONAL and REGIONAL SPOT ADVERTISERS
Know
TERRE HAUTE IS NOT COVERED BY OUTSIDE TV

*Basis: 1958

WTHI-TV
TERRE HAUTE INDIANA
CBS
ABC channel 10

Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston
New York - Chicago - Dallas

KOBY is the No. 1 Record IN SAN FRANCISCO

There's a great new record in San Francisco—and it's *KOBY!* This record gives KOBY the *highest average all daytime rating—14.5* (from November-December Pulse). That's why KOBY is the top San Francisco seller, with an audience that *buys* and *buys!* No double spotting!

10% discount when buying KOBY—and KOSI, Denver!

KOBY 10,000 Watts in San Francisco

See Petry and make your own sales record with KOBY!

For Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

FCC UMPIRE FOR SPORTS ON TV?

Kefauver bill would have Commission judging antitrust aspects of professional sports on tv

Under terms of a sports antitrust bill (S 886) introduced last Tuesday (Feb. 3) by Sen. Estes Kefauver (D-Tenn.), the FCC would be given a direct congressional mandate to exercise jurisdiction in antitrust and programming matters.

The Commission has repeatedly maintained a strict hands-off policy in both fields. The Kefauver bill places professional baseball, football, basketball and hockey under antitrust laws, but spells out certain activities which would be exempt.

Sen. Kefauver: he'd let FCC do it

Any agreement restricting radio-tv coverage of the sports involved would have to be deemed "reasonably necessary" by the FCC, the bill states.

Commenting on this provision, Sen. Kefauver said the FCC must "protect the minor leagues by authorizing some regulation of telecasts of big league games into the territory of a minor league team . . . and the rights of people who wish to have sports contests appear on their tv sets."

In the Middle • He said the Commission is in a better position to "strike a balance" between these two interests than either a blanket exemption for sports from the antitrust laws or an attempt to legislate specifically what can or cannot be done in restricting telecasts. Three senators are co-sponsors of S 616, which would restrict telecasts within 75 miles of a minor league team on days that team has a home game.

Sen. Kefauver is chairman of the Antitrust Subcommittee of the Judiciary Committee, which held hearings last summer on a bill giving professional club owners a blanket exemption from the antitrust laws, including a possible radio-tv blackout. This bill passed the House but was tabled, in Sen. Kefauver's words, because it was too "broad." The Tennessee Democrat said his committee would hold hearings on the sports bills "in about two months."

S 886 would not become a permanent law if passed by Congress as one provision gives it a life of only four years after passage. "At the end of that time, its continued desirability can be examined and proper action taken," Sen. Kefauver said.

Immediate Attack • Sen. Kenneth Keating (R-N.Y.), one of the authors of S 616 and a leader last year for sports antitrust exemption when he was a member of the House, immediately attacked the new measure. "I am opposed to all of these baseball badgering bills," he said. "This bill falls in that category.

"If Sen. Kefauver's bill is reported out of his subcommittee, I will make every effort to substitute my bill in the full Judiciary Committee [of which Sen. Keating is a member]."

Seven bills are pending in the House on sports antitrust. Six are similar to the Keating bill while the seventh would give sports a blanket exemption.

The FCC had no comment last week on the Kefauver bill.

Senate investigators study CBS sex script

The Senate Rackets Committee disclosed last week that its staff is studying a transcript of the CBS Radio program on prostitution (BROADCASTING, Jan. 19). Chief Counsel Robert Kennedy said the committee was checking into the report businessmen make wide use of "call girls" to determine if this is an "improper practice" within the committee's jurisdiction.

Mr. Kennedy said this did not, as yet, constitute a full scale investigation and declined to speculate on whether it might develop into public hearings later.

Last Monday (Jan. 23), the National Assn. of Manufacturers loosed a scathing attack against the CBS program and its commentator, Edward R. Murrow. NAM charged the expose was principally a hoax, designed to divert the attention of the public from labor racketeering. The association said Mr. Murrow "hit below the belt" when he sought to convey the impression that large corporations use prostitutes as a matter of policy.

FTC probe requested

Sen. Warren Magnuson (D-Wash.) last week urged the Federal Trade Commission to launch an investigation of advertising practices used by the manufacturers of antibiotics. And, the senator told FTC Chairman John W. Gwynne, if the Trade Commission needs a larger appropriation to conduct such a study, it "should be prepared to discuss this matter further" in appearances before the Senate Appropriations Sub-

here is... modern radio

Jingles are the *modern* Radio way of selling. Heading the quality list is Lang-Worth RADIO HUCKSTERS, the big *newly* produced service covering all 20 major categories of local business. Stations pay for a year's service with the first few sales. Exclusive in your market. Write today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE JUdson 6-5700

committee (headed by Sen. Magnuson), on the fiscal 1960 budget.

Sen. Magnuson hit the "white coat type of advertising which seeks to convey the impression that physicians are not only using a given product, but in fact endorsing it." (A newly-instituted NAB code provision prohibits the hiring of actors to pose as doctors in commercials.) He also charged that "extravagant claims for certain antibiotics . . . almost take us back to the days when patent medicines held sway with claims proved to be false, certainly most misleading."

More religion details sought on FCC forms

Two religious organizations contend that the FCC ought to ask for more details on broadcast stations' religious programming in revising its forms for applications for new stations, license renewals and station sales. The Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A. and the Office of Communication for United Church of Christ said they have been "long worried over the trends of networks and local stations to commercialize religion and to consign religion to the hours of the day when there is the least audience available."

They want the FCC to ask, on the form, for a list of religious programs, the hours they are broadcast, whether sustaining, and whether the broadcaster permits solicitation of funds on these programs.

The American Civil Liberties Union also made an early filing (comments are due Feb. 20) supporting the FCC majority in the proposed rulemaking and taking issue with Comr. T.A.M. Craven's dissent in which he said FCC questions about programming constitute censorship.

Senate committee approves etv aid bill

The Senate Commerce Committee last Wednesday (Feb. 4) unanimously reported out a bill granting each state up to $1 million for educational tv. Later the same day, three senators introduced a bill which would require the FCC to give educators priority over commercial operators in contests for vhf channels.

Sens. Warren Magnuson (D-Wash.), committee chairman, and Andrew Schoeppel (R-Kan.), ranking minority member, are co-sponsors of the etv-aid bill (S 12). It passed the Senate last year but died in the House with the adjournment of the 85th Congress. Sen. Magnuson promised fast Senate approval in the new Congress so the House would have "plenty of time" to study the measure.

The bill was amended last week to limit its life to five years. Each state and territory would be eligible for the federal grants, to be administered by the Secretary of Education. Two days of hearings were held on the proposal just two weeks ago (BROADCASTING, Feb. 2).

Sen. Hugh Scott (R-Pa.), Joseph Clark (D-Pa.) and Clifford Case (R-N.J.) admittedly were eyeing ch. 12 Wilmington, Del., when they introduced S 924. The bill would require the FCC to grant a vhf channel to an educational applicant in cases where the desired facility is not already reserved in a particular area.

Sen. J. Allen Frear (D-Del.) took issue with the move to reserve ch. 12 for etv. He told the Senate that facility belonged to Delaware and suggested that if the senators want an educational station for the area, "we would be very happy to have one of the channels operating out of Philadelphia designated as an education channel."

FCC inquiry method criticized by WORZ

WORZ Inc., parent corporation of WKIS-WORZ (FM) Orlando, Fla., and losing applicant for ch. 9 there, last week objected to the FCC's method of handling an inquiry into the ch. 9 case and asked to participate.

The FCC's 1957 decision awarding ch. 9 to WLOF Orlando was remanded by the U.S. Supreme Court last October (BROADCASTING, Nov. 3, 1958) to the U.S. Court of Appeals for the District of Columbia because of testimony before the House Legislative Oversight Subcommittee alleging *ex parte* contacts with an FCC member in behalf of WLOF. The FCC in making the grant had reversed a hearing examiner who favored WKIS-WORZ.

WORZ Inc. said it understands the FCC intends to handle its inquiry by questioning of "certain persons" not under oath, by FCC staffers, without cross-examination or participation by applicants involved. WORZ Inc. said this method has "no value whatsoever" and might lead to biased and incomplete reports, despite good intentions.

Since there is a possibility of an evidentiary hearing, WORZ Inc. said, the FCC inquiry should be in the form of a hearing, conducted by a hearing examiner, with participants under oath and with cross-examination and subpoena powers for parties.

The company's sale of WKIS-WORZ to WIBC Indianapolis for $295,000 is pending (BROADCASTING, Sept. 29, 1958).

Granger claims dearth of rural programming

Charges that a present trend by am broadcast stations emphasizes rock and roll music programming and other efforts to build up "metropolitan" ratings at the expense of farm and ranch programs have been made by James M. Bender, master of the Texas State Grange.

Mr. Bender said two San Antonio stations, KONO and KENS, have dropped agricultural programs in the past year. He said he is bringing the matter to the attention of the National Grange headquarters in Washington, "with a view of having the national organization discuss with the FCC the advisability of an investigation to determine whether all segments of the listening audience, including farm and ranch interests, were being properly served in accordance with regulations when radio and tv stations are licensed."

Jack Jackson, public relations director for the National Grange and former farm director of KCMO-AM-TV Kansas City, said his organization intends to confer with the FCC on the "broad area" of farm programming, the clear channel issue and the North American Regional Broadcast Agreement (NARBA).

Now! 50,000 watts*

WAPI
Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

DOERFER VS. HILL

RTES hears chairman on season's new bills

Proposals in Congress to prohibit money payments to applicants for withdrawing from comparative hearings and to require comparative or other hearings in transfers of broadcast properties got a rough going-over from FCC Chmn. John C. Doerfer last week (Feb. 4).

Addressing the Radio & Tv Executives Society of New York in that city, the FCC head said a ban on such withdrawal agreements, regardless of their merit, would result in needless delays in bringing service to the public and, at best, "would be beating a suspect over the backs of the public." Such service to the public is regarded as relatively unimportant by some lawyers and judges who have fixed minds as to what constitutes the public interest, he said, countering that "expedition is the prime consideration." Such delays, he added, should be treated in a separate proceeding or "preferably in a different forum —the courts."

Deeming both comparative and noncomparative hearings inadvisable for station transfers, Chmn. Doerfer said facts can be learned more quickly and sometimes more thoroughly by investigation. The time and expense for such hearings would outweigh the good, he thought. Noting that fewer than 75 of the 500 tv stations now on the air were granted after a contested hearing, he said FCC criteria for selecting among applicants mean nothing in a non-contested case; that the FCC must grant a license when an applicant meets basic statutory requirements.

Since there is no pattern of ownership as to category of licensee—local, newspaper, multiple owners, etc.—ownership is largely fortuitous, he said. Unless Congress or the FCC imposes inflexible criteria, a non-comparative hearing generally would be fruitless and a comparative hearing an unnecessary burden and expense on all concerned, he added. Hearings would "hobble" the sales process and remove the profit motive from the free enterprise system, plus expanding opportunities for "payoffs," making the price speculative, and "blunting" the broadcaster's zest to conduct a successful public-serving broadcast station.

Chmn. Doerfer had this to say about other FCC problems:

Tv Allocations • Hope is not dead for expanding the vhf band, for finding the "logical solution" which creates the "least dislocation." (For details of Mr. Doerfer's feeling on this point, see page 23.)

Subscription Tv • FCC is withholding action on pay tv until the end of the first session of the 86th Congress. He believes a resolution by Rep. Oren Harris (D-Ark.) on pay tv indicates pay tv should be given a trial, but is too restrictive. FCC's proposal would allow tests while protecting the free tv system. He feels a "realistic" and "meaningful" trial of toll tv lies somewhere between both positions.

Skywave Propagation • FCC has asked its staff to explore additional possibilities for extending and improving both primary and secondary service in areas where deficient. This has very high priority and FCC thinks it is in final stages of bringing it to a proper conclusion.

Daytime Broadcasters Extended Hours • Comments are due April 8 on a proposal by daytimers to operate from 6 a.m. to 6 p.m. and a reasonable target date for final determination is in late July, Chmn. Doerfer said.

Program Classification • Comments are due Feb. 19. He was hopeful this would be finalized before May, but "if another renewed and forceful challenge is made to the basic jurisdiction asserted by the Commission, it may take until the latter part of the summer or fall before final action is completed."

Sec. 309 (c) ("protest") Law • He expects the bar, the industry and FCC to join to repeal or to amend Sec. 309 (c) "to the extent the public interest is again exalted over purely private advantages"—and feels this should be accomplished before the end of the first session of Congress.

A short questioning period was led from the dais by RTES President Donald H. McGannon (president of Westinghouse Broadcasting Co.).

Chairman Doerfer good-naturedly passed off references such as the workability of a "substitution agency" for FCC. He didn't see, however, just how effective it could be to split the Commission into "boards" (as suggested by one question), noting that broadcasting is but one part of FCC's responsibility. He stressed the importance of the spectrum problem, indicating that every segment of the nation's economy potentially could be affected by determinations in this area.

He responded to a question dealing with a bill introduced in New York's State Legislature proposing the licensing of most tv programs (BROADCASTING, Jan. 26). The chairman was doubtful that any city or state could adopt censorship or control dealing with program content, thus placing himself in agreement with the general sentiment of tv legal experts.

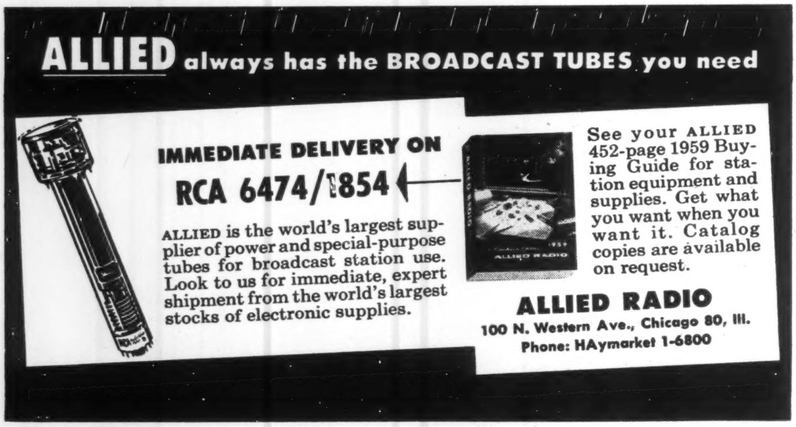
Justice, FCC at odds on 'ex parte' talks

Ex parte representations to FCC members in a rulemaking proceeding not only are permissible under existing law but also are "contemplated" and "necessary" for such a "quasi-legislative" activity, the Commission held last week in a brief filed with the U.S. Court of Appeals for the District of Columbia in the Springfield-St. Louis-Terre Haute deintermixture case.

But the Justice Dept., also filing in the case, took an opposing viewpoint and held that private conversations between FCC members and parties interested in channel changes are grounds for ordering a full-scale hearing by the FCC. The Justice brief, filed by Victor R. Hansen, assistant attorney general in charge of the Antitrust Division, and his assistant, Robert A. Bicks, called for a hearing. Justice also asked for a preliminary hearing to determine if any of the FCC commissioners should be disqualified from taking part in the new proceeding.

Justice said a new hearing might uncover evidence of improprieties not revealed in testimony before a House subcommittee.

The court last December granted parties the right to file briefs on action it should take after the U.S. Supreme Court remanded the deintermixture



ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON

RCA 6474/1854

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

order. The Supreme Court reversed the lower court, which had supported the FCC order (BROADCASTING, Oct. 27, 1958). Appeal to the high court had been made by Sangamon Valley Tv Corp., a former applicant for ch. 2 at Springfield, which charged *ex parte* activities were revealed in testimony before the House Legislative Oversight Subcommittee.

FCC told the appeals court last week that it believes the Supreme Court remanded the Peoria-Moline ch. 8 deintermixture case at the same time it reversed the Springfield-St. Louis-Terre Haute ch. 2 case because that court wishes the FCC to be in a position to return ch. 8 to Peoria if it should decide to return ch. 2 to Springfield. Both cities are substantially in the same general area and the two cases are thus related for area deintermixture purposes. No question of *ex parte* contacts with FCC members had been brought up in the ch. 8 case, the FCC said. The ch. 8 case had been appealed by WIRL-TV Peoria (ch. 25), which held a permit for ch. 8 before the deintermixture.

The FCC order in the ch. 2 case on March 1, 1957, reassigned ch. 2 from Springfield to St. Louis and also assigned ch. 2 at Terre Haute, Ind., substituting chs. 26 and 36 in Springfield. At the same time the FCC reassigned ch. 8 from Peoria to Rock Island-Moline-Davenport.

The Commission said last week that since the deintermixture actions were rulemaking, they are not prohibited by the Administrative Procedure Act nor the Communications Act; that *ex parte* consultation is both traditional and vital to a regulatory agency's rulemaking functions, and that the Capitol Hill testimony on *ex parte* activities "reflects no circumstances of sufficiently substantial nature as to impair" the rulemaking deintermixture order.

The FCC noted it informed the Supreme Court of the Hill testimony as a "matter of public responsibility," to let that court know of "a supervening circumstance of possible materiality not known to the [appeals] court" when the lower court supported the FCC action in a March 1958 judgment. The Commission said it would "reasonably appear" the Supreme Court wants to have the benefit of the appeals court's judgment on the *ex parte* activities.

The Supreme Court action of last October was looked upon by many Washington lawyers as a "boner," for reasons similar to those advanced by the FCC and for others.

In its filing on the ch. 8 case last week, the FCC said if the court affirms the FCC's position in the ch. 2 case it should also affirm the ch. 8 decision; if it orders FCC reconsideration of ch. 2, it should retain jurisdiction on ch. 8 but defer action until final FCC disposition of the ch. 2 case.

The heart of the Justice Dept.'s position was that fairness required a ban on *ex parte* representations, no matter whether the proceeding was a rulemaking or an adjudication controversy. It also noted that some of the discussions with commissioners (perhaps a majority of the Commission, it implied) took place after the cut-off dates for comments and counter-comments. This was patently unfair and illegal under the FCC's own rulemaking procedures, Justice pointed out.

They'll vote on CATV

The citizens of Salinas, Calif., will vote at a June 2 election on an application to introduce community-antenna tv service (CATV) in the city.

The election was ordered after a petition signed by 18% of the registered voters sought repeal of an ordinance that granted a line franchise to California Cablevision Co. Many school officials, civic groups, businessmen and the Red Cross joined in opposition to the ordinance, contending they wanted no part of any service that required monthly utility payments and heavy installation fees.

The CATV applicant was headed by the late Bert Silen, of Los Altos, Calif., at one time with NBC and a former radio operator in the Philippines.

KSBW-TV, operating on ch. 8, serves the Salinas-Monterey area. It is headed by John C. Cohan.

Crosley vs. Indiana U.

Opposition to a proposal by Indiana Central U., Indianapolis, that ch. 13 there be reserved for non-commercial educational use was filed last week by Crosley Broadcasting Corp., operator of WLWI (TV) Indianapolis, and ABC-TV, WLWI's affiliated network, on grounds among others that the city's needs for commercial tv outweigh educational advantages. The FCC's award of ch. 13 to Crosley is under court remand and oral argument has been held in a contest between Crosley and WIBC Indianapolis for ch. 13. Crosley is being allowed to operate WLWI until a final FCC decision is reached.

• Government notes

• WTVW (TV) Evansville, Ind., last week filed application with the FCC to enable control of the station to pass to Douglas H. McDonald, court-appointed trustee in current bankruptcy proceedings. Although he is to be "in complete charge" of the outlet, Mr. McDonald's appointment does not involve the transfer of stock. Late last year three creditors of WTVW (TV) filed a petition in the U.S. District Court for the Southern District of Indiana, alleging unpaid debts of the station in excess of $400,000 and requesting reorganization proceedings under the Bankruptcy Act. Early this year the Court determined the indebtedness of WTVW (TV) in excess of $250,000 and appointed Mr. McDonald as trustee.

• Harte-Hanks Newspapers Inc., owner of KBST Big Spring, Tex., as well as group of newspapers in that state, won a directed verdict for acquittal in the criminal antitrust suit instituted by the Justice Dept. in 1957. The verdict was handed down by a federal district judge in Dallas two weeks ago. Involved was the $300,000 purchase of the *Greenville* (Tex.), *Herald* by the Harte-Hanks owned *Greenville Banner* in 1956, which left a city of 17,000 population with a single newspaper. The newspaper group also owns the *Big Spring Herald*.

• After gaining more freedom from the U.S. Court of Appeals on the question of staying grants where interference problems are involved, the FCC last week refused to exercise its new-found prereogative. A majority of the Commission directed preparation of a docu-

COLUMBUS, GEORGIA

The state's second largest city. The home of Fort Benning, plus Top per Family income.

Ideal Test Market
Top Family Income

Call Hollingbery
for

Market particulars plus top avails to move your client's products.

25% Penetration
38 Rich Counties

Channel
4
WRBL·TV
COLUMBUS, GEORGIA
Call HOLLINGBERY
a

ment which would maintain the Dec. 10 stay of grants to Tomah-Mauston Broadcasting Co. for a new am outlet (WTMB) in Tomah, Wis., and modification of construction permit, pending the decision on the protest of William C. Forrest (WRDB) Reedsburg, Wis. The Court had held that the Commission was not required in this type of situation to grant a stay enjoining the new operation prior to a formal hearing. Under the long established KOA precedent the FCC has been required to do just that.

• KXLA Pasadena, Calif., has been advised by the FCC that its application for sale to Eleven Ten Broadcasting Corp. (Donald R. Cooke, owner) indicates the necessity of a hearing. Among the questions raised by the Commission are ones involving the brother of Mr. Cooke, a Canadian, who intends to furnish the money for the purchase and is to have an option to buy the station himself at a future date. The FCC is interested in clarifying the situation as to possible control of KXLA by other than an American citizen and whether or not the public interest is served by making a grant to a party who has made a prior commitment to a transfer of the property.

• John Poole Broadcasting Co., which has held a construction permit for KBIC-TV Los Angeles (ch. 22) since December 1952, has requested the FCC to reassign the permit to South Pasadena, Calif. No move of KBIC-TV's transmitter-antenna from its present site on the Mount Wilson antenna farm is contemplated. It was understood the company does not want to go to the expense of putting the minimum required signal over the whole Los Angeles area and would settle for the signal strength that would be required for such a smaller area. The station proposes 8.35 kw visual and 5.85 aural, with a tilted (directional) antenna, which would require the FCC to waive two rules resulting from the altered antenna.

• Fulton Lewis jr.'s attorney has said the newscaster will appeal the federal court verdict which awarded a Seattle educator $145,000 in a libel suit against Mr. Lewis, MBS and WWDC Washington. The educator, Mrs. Pearl Wanamaker, was granted the damages, the largest on record in such a trial in the District of Columbia, after claiming Mr. Lewis' broadcast of Jan. 6, 1956, falsely identified her as the sister of a man who had renounced his U.S. citizenship and fled behind the Iron Curtain. Mr. Lewis may have to pay the entire amount of the judgment, it was disclosed, since testimony showed he had an agreement relieving the network and affiliated stations from loss.

• FCC approval of the merger of two applicants for ch. 12 in Arecibo-Aguadilla, P. R., and withdrawal of a third was sought last week. Abacoa Radio Corp. (Manuel Pirallo) asked withdrawal for out-of-pocket expenses of $7,000 (the firm said it actually had spent $8,500) to be paid by Western Broadcasting Corp., the second applicant which is owned 50-50 by Hector Reichard and Winston-Salem Broadcasting Corp. (WTOB-AM-TV Winston-Salem, N. C., WSGN-AM-FM and 50% of WBMG [TV] Birmingham, and 80% of WAPA-TV San Juan, P. R.). The third applicant, a partnership of Jose Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta, also would withdraw and receive one-third of Western, with Mr. Reichard and Winston-Salem each retaining one-third.

• A U. S. appeals court has upheld the FCC's assignment of ch. 6 to Miami, Fla. In a *per curiam* opinion, a three-judge circuit court held that the allocation of ch. 6 to the Florida city—the fourth vhf in that area—did not modify the license of Gerico Investment Co.'s ch. 17 WITV (TV) Fort Lauderdale. The ruling was the same given by the same court when Gerico appealed the assignment of ch. 7 to Miami. The court also upheld the FCC in refusing to permit WITV to change from ch. 17 to ch. 6, holding that the FCC was correct in making it available to all applicants in a regular comparative contest. Gerico, now in receivership, suspended operations last May, but has retained its construction permit. WITV is one of four applicants for Miami ch. 6.

• WTVY (TV) Dothan, Ala., told the FCC last week it is withdrawing its earlier consent to a show cause order which would switch WTVY's ch. 9 to Columbus, Ga., and assign ch. 4 at Columbus to WTVY instead. Under a proposal by WRBL-TV (ch. 4) and WTVM (TV) (ch. 28), both Columbus, the two Columbus stations would be assigned chs. 3 and 9, respectively. WTVY said it will withdraw consent only if the nearest of two sites approved by the Airspace Committee, 83½ and 99½ air miles, respectively, is assigned as a common antenna site for the two stations, because it feels WRBL-TV would penetrate into its territory at the nearer distance.

• Construction permit for tv ch. 9 at Hot Springs, Ark., has been granted by the FCC to Southwestern Operating Co. Donald Reynolds, multiple owner owns Southwestern. Comr. Robert Bartley voted for a McFarland letter on the concentration of interests issue. Previously, the Commission had denied a petition to delete ch. 9 from Hot Springs and assign ch. 10 to Shreveport, La., by various channel changes affecting El Dorado and Little Rock, both Ark. Chmn. John Doerfer and Comr. Rosel Hyde dissented in this decision, favoring Shreveport for the vhf.

• Genesee Valley Broadcasting Co. has been formed in Rochester, N.Y., with attorney T. Carl Nixon as president, to request that the FCC allocate ch. 13 to Rochester. The corporation has been organized with a capital investment of $1.5 million, it was announced, and will apply for the ch. 13 drop-in when the Commission allocates it. In May of last year, American Broadcasting-Paramount Theatres asked the FCC to allocate ch. 13 to Rochester. At present there are two channels on the air in that city: ch. 10, WHEC-TV and WVET-TV share-time, and ch. 5 WROC-TV.

• The FCC last week granted commercial ch. 3 Mayaguez, P.R., to the Dept. of Education of P.R. and denied the competing application of Sucesion Luis Pirallo-Castellanos for the same facility. Comr. Robert Lee dissented in this decision on the issue of government operation of channels.

PERSONALITY PLUS

One of America's largest coast-to-coast chains of radio and TV stations has immediate need of outstanding young men with extensive on-air background. Must be performers with *PERSONALITY PLUS*, suited to modern radio music operation in Top Ten markets. Great chance for TV exposure in same markets. Salary to match your ability and potential. If you have excellent background, personable appearance, and are ready for a big move ahead, apply today. Send thorough resume, photos and/or film, and tape, today. Please do not apply unless well-qualified. If interested, will arrange expense-paid personal interview. Write *PERSONALITY*, Box 629H, BROADCASTING.

EIA production figures show 1958 adjustment

There were 4,920,428 television receivers manufactured in the January-December 1958 period, Electronic Industries Assn., Washington reports. Tv set production in 1957 was 6,399,345.

Radio receiver output in 1958 was 12,577,243 units, compared with 15,427,738 in 1957. Figures include automobile radios. Fm sets produced last year totaled 376,114. (Comparable 1957 figures are not available.)

The following EIA chart shows radio-tv output in December and the calendar year 1958:

	Television	Auto. Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
Aug.	507,526	242,915	1,028,852
Sept.	621,734	489,738	1,572,001
Oct.	495,617	296,067	1,322,206
Nov.	437,772	476,977	1,545,606
Dec.	414,850	558,767	1,525,744
Total	4,920,428	3,715,362	12,577,243

• Technical topics

• Jerrold Electronics Corp. last week reported a rise in net sales and service revenues for the nine months ended Nov. 30, 1958, to $5,262,166, compared with similar revenues of $4,326,766 for the nine months ended Nov. 30, 1957. Net income after taxes for the first nine months of the current fiscal year, according to the firm, totalled $210,573 (including a non-recurring credit of $27,268), compared with net income after taxes of $9,960 for the same period a year ago.

• Sylvania Electric Products Inc., N.Y., announces 23-inch picture tube with safety panel bonded to face plate. Samples of new "bonded shield" 110-degree tube, which Sylvania feels can lead to new concepts in set design, are being distributed to tv receiver manufacturers. Present set designs call for separate safety panel placed fraction of inch in front of face plate. Sylvania says tube's sharper corners and relatively flat face result in extra 20 square inches of viewing area. Company is testing 18-inch "bonded shield" tube.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

• Steelman Phonograph & Radio Co., Mt. Vernon, N. Y., announces new Transitape portable recorder-player. Running on standard mercury penlight batteries with conventional three-inch reels and tapes, all-transistor Transitape weighs exactly five pounds. Retailing for about $200, machine can record conferences, concerts, and picks up sounds as you walk, company reports. In black or tan leather case, unit measures 2⅞" x 6½" x 9¾".

• RCA's Broadcasting & Television Equipment Dept., Camden, N. J., has issued third edition of Broadcast Camera Equipment Catalog and price list. All products in catalog are sold directly through RCA Broadcast Representatives, located in 12 regional offices. Catalog price: $1.

• Ling Electronics Inc., Culver City, is proposing to acquire Altec Companies Inc. (electronic sound equipment), Anaheim, both California, through a share-for-share exchange of common stock. Ling has filed a registration statement at the Securities & Exchange Commission covering the exchange offer. The companies have agreed to terms.

Altec Companies and subsidiary, Altec Lansing Corp., will operate as subsidiaries of Ling. Altec Service Co. will continue as a division of Altec.

• Manpower Inc., Milwaukee, has produced a booklet, "100 Suggestions for Convention & Trade Show Exhibitors." It gives pointers on show evaluation, cost factors, exhibit planning, sales, presentations, booth staffing, building, dismantling and shipping the booth. "100 Suggestions" has a check-list for 1, 30, 60 and 90 days prior to the show's opening. The booklet may be obtained gratis from Manpower, 810 N. Plankinton Ave., Milwaukee 3.

• Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill., has introduced a program-gated amplifier called the "level devil." With this amplifier, particularly suited to tv, it is claimed, noise level of a crowd does not rise above the regular level established by the average signal. Company points out leveling amplifiers have seen only limited use in tv inasmuch as film with signal-to-noise ratio of 30 db could not tolerate background noise during silence on film.

• Raytheon Manufacturing Co. (electronic products), Waltham, Mass., announces that 1958 sales and earnings set a company record. Sales in 1958: $375,156,000 (an increase of about 45% over 1957's sales of $259,865,000). Last year's earnings after taxes: $9,403,000 (equal to $3.08 a share). These 1958 earnings were 95% greater than 1957 earnings of $4,828,000 (equal to $1.70 a share on the lesser number of shares then outstanding, excluding a non-recurring net gain of 72 cents a share).

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Famous dining in the Berkshire Restaurant and Bar Lounge

KNOTT K HOTELS

Advertisers

Mr. Taylor

• **Robert P. Taylor**, with H. J. Heinz Co., Pittsburgh, since 1935, named general manager-marketing. Mr. Taylor also appointed member of firm's United States operating committee.

• **Allison Monroe**, formerly v.p. of Brooke, Smith, French & Dorrance, to International Breweries Inc., Detroit, as v.p. for marketing and public relations.

• **Jack Kauffman**, formerly of Colgate-Palmolive Co., appointed v.p.-merchandising of Revlon Inc., with responsibility for product marketing, marketing research, packaging, display and promotional activities.

• **Craig S. Carragan**, general advertising manager, National Biscuit Co., named director of advertising of biscuit division, succeeding **Harry F. Schroeter**, named director of Nabisco's new general advertising department.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
MONTANA'S GREAT STATION
KMON
GREAT FALLS
FIRST*
In 16 counties with
$400,000,000
Retail Sales
*PULSE—1958
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

• **William H. Martin**, formerly assistant manager of consumer research department, BBDO, to Borden Co.'s corporate marketing coordination department as marketing research manager.

• **Roger H. Bolin**, director of advertising, Westinghouse Electric Corp., elected treasurer of Assn. of National Advertisers, succeeding **Donald S. Frost**, v.p., Bristol-Myers Co., who became vice chairman last fall.

Agencies

• **James T. Aubrey**, board chairman and chief executive officer of Aubrey, Finlay, Marley & Hodgson, Chicago, elected senior consultant of agency, which he founded 36 years ago. He continues as director.

Mr. Dooley

• **Edward W. Dooley**, account executive since 1956, named v.p. and management supervisor, Sullivan, Stauffer, Colwell & Bayles, N.Y.

• **Sidney G. Alexander**, formerly with Doner & Peck, to Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y., as v.p. and group supervisor.

• **William V. Patten**, account supervisor, Lennen & Newell, elected v.p.

• **Anthony C. Chevins**, v.p. and member of operations committee, Cunningham & Walsh Inc., N.Y., appointed director of creative department.

• **Roselou Flanagan**, comptroller, Norman, Craig & Kummel, N.Y., elected v.p.

• **John G. Maynard**, 44, president of Fulton Morrissey Co., Chicago advertising agency, died Feb. 1, apparently from overdose of sleeping pills. He joined agency in 1950 as board chairman and president and previously was merchandising manager of products promotion with U.S. Gypsum Co.

• **Frank M. Baker**, v.p. of Grant, Schwenck & Baker, Chicago, elected president of Chicago Federated Advertising Club, succeeding **J. Chalmers O'Brien**, v.p., Carson Pirie Scott & Co. Other new officers: **Budd Gore**, *Chicago Daily News*, first v.p.; **Mrs. Genevieve Raymond**, Montgomery Ward & Co., second v.p.; **James G. Hanlon**, public relations manager, WGN-AM-TV Chicago, third v.p.; **A. B. Stone**, Henri, Hurst & McDonald Inc., secretary, and **Joseph J. Hennessey**, owner of Sherman-Hennessey Printing Co., treasurer.

• **Robert White**, formerly at Needham, Louis & Brorby, Chicago, and **Otto Whittaker**, previously v.p. and partner at Middleton & Neal, Greensboro, N.C., to Leo Burnett Co., Chicago, as copy supervisors.

• **Florence Dart**, formerly with Young & Rubicam, to Ogilvy, Benson & Mather, N.Y., as media coordinator. **Dick Goodman**, previously with Grey Adv., to OB&M as copywriter.

• **Louis Redmond**, formerly v.p. and creative supervisor, Ted Bates & Co., to Ogilvy, Benson & Mather, N.Y., as copy group head.

• **Ralph L. Wolfe** and **John H. Owen**, both formerly v.p.'s of Compton Adv., to automotive accessory account group of D. P. Brother & Co., Detroit.

• **Everett A. Haygood**, formerly of Young & Rubicam, to G. M. Basford Co., N.Y., as assistant account executive.

• **Edward D. Meyer**, formerly with Young & Rubicam, to Ogilvy, Benson & Mather Inc., N.Y., as assistant account executive on Maxwell House coffee account.

• **Melvin D. Weiss**, account executive in Cleveland office of McCann-Erickson, promoted to group head. **John Ribbing**, formerly of CBS Radio, named account executive.

• **William Nelson**, formerly of WLS Chicago, to Gordon & Hempstead Inc., that city, as radio-tv director.

• **D. Barker Lockett** promoted from writer, radio-tv department, to associate tv-radio creative director of Needham, Louis & Brorby, Chicago. **Kenneth C. T. Snyder**'s title changed from v.p. and director of commercial production to v.p. and tv-radio creative director.

• **Edward L. Traxler**, formerly account executive of Campbell-Ewald, Detroit, to Allmayer, Fox & Reshkin, Kansas City, as radio-tv director and account executive.

• Edward Baczewski, with Cunningham & Walsh, N.Y., since 1950 and before that with Paris & Peart, appointed associate director of media at C&W; James Ducey, with agency for last five years and previously in media department of Wm. Esty Co., named media group supervisor.

• Fred D. T. Honigman, copywriter of Adrian Bauer & Alan Tripp, Phila., adds duties of assistant to radio-tv v.p., succeeding Mrs. Stella Porter, who becomes radio-tv timebuyer.

• Howard Cushman, formerly of Harold C. Meyers Co., N.Y., to public relations staff of Gray & Rogers, Phila.

• Aldis Butler, formerly manager of Young & Rubicam's Detroit office, to J. Walter Thompson, N.Y., effective Feb. 20.

• Marion Forster, research account supervisor, Compton Adv., N.Y., appointed associate research director.

• Robert Halff, formerly of Hixsen & Jorgensen, L.A., to Robinson, Jensen, Fenwick & Haynes, that city, on copy staff.

Networks

• Salvatore Iannucci, with CBS since 1954, named director of contracts-talent and rights, and Bernard Krause, assistant to director of business affairs, CBS, named coordinator of program costs.

• Thomas H. Ryan, for past five years in CBS business affairs department, to CBS-TV program department.

• William E. Anderson, program manager of NBC-TV's *Jack Paar Show* since July 1958, named producer.

• Albert L. Capstaff, director of NBC Radio network programs, to lead training session for Voice of America personnel in March.

• Bill Stern, Mutual sportscaster, presented Citation of Merit by National Exchange Club for second successive year.

• Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has accepted appointment as chairman of advertising, publishing and entertainment section of New York Red Cross chapter's 1959 campaign.

Stations

• T. H. Patterson, with WITN (TV) Washington, N.C., past four years, elected executive v.p.

• Max Sherman, director of local sales for WWDC-AM-FM Washington, elected v.p.

• Bernard L. Mullins, v.p., public relations, WTIC-AM-FM-TV Hartford, Conn., placed in charge of radio programming and related operations. Paul E. Lucas named publicity manager for WTIC-AM-FM-TV.

Mr. McElveen

• H. Moody McElveen Jr., v.p. and general manager of WNOK-AM-TV Columbia, S.C., elected president of South Carolina Broadcasters Assn. Other officers: Ed Osborn, general manager, WBCU Union, v.p.; Doug Youngblood, general manager, WFIG Sumter, re-elected secretary; Frank Hardin, managing director of WIS Columbia, and John Cashion, general manager, of WGCD Chester, to board of directors.

• Marjorie C. Scanlan, formerly radio-tv timebuyer of Kudner Agency, N.Y., to WSUN-AM-TV St. Petersburg, Fla., as supervisor of sales development.

• Harry Brown appointed chief engineer of WBOY-AM-TV Clarksburg, W. Va., succeeding Vila Brooks, resigned. Jesse James named assistant chief engineer.

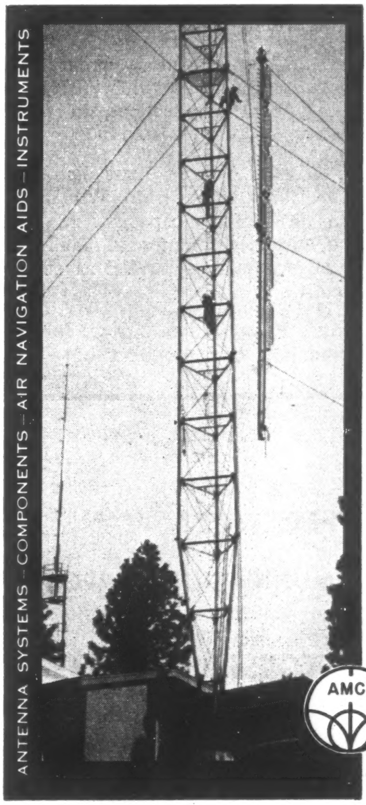
• D. L. Provost, v.p. and general manager of radio-tv division of Hearst Corp., appointed to freedom of information committee of NAB.

• Kermit Richardson, president and general manager of KBOK Malvern, elected v.p. of Arkansas Broadcasters Assn., succeeding Lee Reaves, resigned. Julian Haas, general manager of KAGH Crossett, elected secretary, succeeding Mr. Richardson. Jim Higginbottom, president, general manager and commercial manager of KBTA Batesville, elected to board of directors to succeed Mr. Reaves.

• George E. Dail, formerly of WIIN Atlanta and WLOW Portsmouth, Va., appointed general manager of WYFI (FM) Norfolk, Va., expected to begin broadcasting about Feb. 15.

• Larry Walters appointed program director and sales manager of KGST Fresno, Calif.

• Frank Lawrence, account executive



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

... have been proven in service.

Write for information and catalog.

AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

of KAKC Tulsa, Okla., promoted to sales manager.

• William Cooper Jr., WPIX (TV) New York film manager, to assume additional responsibility for foreign syndication of WPIX-produced film.

• Cliff Levine, formerly of Stodel Adv. Co., L.A., appointed local sales manager of KDAY Santa Monica, Calif.

• Philip W. Wygant, formerly production supervisor of WBAP-TV Fort Worth, named promotion director of WBAP-AM-FM-TV. Robert Grammer, with WBAP-TV since 1948, named production director.

• Robert B. Hudson, chief of programming of Educational Tv & Radio Center, Ann Arbor, Mich., past five years, elevated to v.p. in charge of programming.

• W. M. (Bill) Jack Jr., formerly sales manager of KLMR Lamar, to KATI Casper, both Wyoming, in similar capacity.

• Archie Fabretti, formerly commercial manager of WGVA Geneva, to WSEN Baldwinsville, both New York, as sales manager. WSEN expects to begin broadcasting late this month.

• Dick Barrett resigns as station manager of KCNO Alturas, Calif., to become sales manager of WKTL (formerly WSHE) Sheboygan, Wis.

• Bill Shomette to KNAF Fredericksburg, Tex., as assistant manager and farm director.

• Fulton Lewis III, son of Fulton Lewis Jr., MBS commentator, named news director of WJOC Jamestown, N.Y. J. Richard Deitsch leaves WJOC sales staff for similar post at WICU-TV Erie, Pa.

• Len Antell, formerly news director and assistant program director of WCMC Wildwood, appointed news director of WMID Atlantic City, both New Jersey.

• Ken Malden, promotion director of WILD Boston, adds duties of program director.

• Blanche E. Butler resigns as assistant to program director and director of promotion and publicity of KFWB Los Angeles to produce packaged d.j. talent shows.

• William A. Gress to WOC-AM-FM-TV Davenport, Iowa, as assistant news director. Miss Kenlyn Wells, copywriter for 1½ years, to sales promotion staff.

• Ron Reina, with KWG Stockton, Calif., since October 1958, appointed director of sports.

• Jack Laflin, formerly assistant sports director of WCHS-AM-TV Charleston, W.Va., to KPOA Honolulu, T.H., as sports director.

• Robert D. Mowers, air personality of WLAM Lewiston-Auburn, Me., promoted to program director, replacing Frank Sweeney.

• Elizabeth Dixon, with WRAL-TV Raleigh, N.C., since 1956, named acting program director, replacing George Hall, resigned. Nathan Hale, formerly of WSJS-TV Winston-Salem, N.C., to regional sales staff of WRAL-TV, replacing James Thomson.

• Mal Morse, formerly program director of WICH Norwich, to WSUB Groton, both Connecticut, in similar capacity.

• J. Russell Power, news director of WTIX New Orleans, to WAKE Atlanta in similar capacity. Maurice Rich, formerly commercial manager of WYZE Atlanta, to WAKE as account executive.

• Mrs. Florence S. Lowe, formerly Washington correspondent of *Variety* magazine for 16 years, to WIP-AM-FM Philadelphia as press relations director.

• David Truskoff, formerly of Arnold Kupper advertising agency, Hartford, Conn., to WDRC, that city, as account executive.

• H. Harold Powell, formerly promotion director of WTAR-TV Norfolk, Va., to WIS-TV Columbia, S.C., as local sales representative.

• Vernon Stephens, formerly on sales staff of WESA Charleroi, Pa., to WCAE Pittsburgh as account executive.

• George Lasker, formerly of WORL Boston, and Thomas N. Brown, formerly of WIIN Atlanta, to WMBR-AM-FM Jacksonville, Fla., as account executives.

• Henry W. Lippold Jr., formerly newscaster of WMT-AM-TV Cedar Rapids, Iowa, to U. of Illinois' WILL-TV Urbana, Ill., as news supervisor, succeeding Marlowe Froke, who moves to Pennsylvania State U.

• Mrs. Ann Purrington, with WTVJ (TV) Miami copy department past six years, named copy chief. Mrs. Jean Gilliom, formerly copy chief of WINK-TV Fort Myers, Fla., replaces Mrs. Purrington as assistant copy chief.

• Charles McCabe, veteran newsman last with *San Francisco Examiner*, to KPIX (TV), that city, as writer-producer in news department. Wanda Ramey, formerly of KCBS San Francisco, to KPIX as newscaster.

• Robert Sokolski, formerly with J. M. Mathes, N.Y., as copywriter, to advertising-promotion department of WNEW-TV New York.

• Larry Ray joins WHB Kansas City as member of sales staff.

• Richard W. Long, formerly of WASK Lafayette, Ind., to WFBM Indianapolis sales staff.

• Irving Smith, 30, air personality of WINS New York, died Jan. 30 in New York City following automobile accident.

Representatives

• Tom G. Maney, formerly on sales staff of KHJ-TV Los Angeles, named account executive, Blair-Tv, L.A.

• Jack Canning, for past eight years media executive, Sullivan, Stauffer, Colwell & Bayles, to radio sales staff, H-R Representatives, N.Y.

Programming

• Arthur J. Steel, president of Columbia Drive-In Theatres and v.p. of

PRICE
QUALITY
DEPENDABILITY
. . . make the DIFFERENCE!

TOWERS FOR ALL COMMUNICATION PURPOSES

TOWER CONSTRUCTION CO.
2723 Hawkeye Drive
SIOUX CITY, IOWA

Write for Free 92 Page Book!

King Bros. Productions, and Harry Pimstein, formerly v.p.-general counsel, RKO Radio Productions, will assume executive posts in Cinema-Vue Corp., N.Y. Egon Nielsen, motion picture producer-distributor, appointed to handle foreign sales through subsidiary Cinema-Vue International with offices in Copenhagen. Francis D. Smith, executive v.p. and general sales manager, will direct west coast operation.

Mr. Nodland

• Jory V. Nodland, formerly account executive of NBC Spot Tv Sales, Chicago, appointed v.p. and sales director of Sonic Arts (motion pictures, slide films), Chicago. Mr. Nodland also becomes executive v.p. of Robert Oakes Jordan Inc., Highland Park, Ill., associated labs firm (electromechanical devices) for which Sonic is sales and production organization.

• Joseph B. Irwin, attorney for CBS-TV legal department, appointed director of business affairs for CBS Films Inc.

• Hillard Elkins, president of Hillard Elkins Inc., N.Y., and H. E. Management & Productions Assoc., Beverly Hills, Calif., elected member of board and v.p. in charge of business affairs, Mills-Park-Milford, New York and Beverly Hills production packaging firm.

• Wells Bruen, formerly with Official Films, to Flamingo Telefilm Sales, Dallas, as regional sales manager; Sam Steele Jr., also formerly with Official, joins Flamingo as regional manager for southern division, Atlanta, and William A. Whalen, previously with Guild Films, to midwestern sales staff.

• Barney Cragston, for past 13 years in radio-tv sales with Ziv Television Programs, named sales manager of Ziv's *Cisco Kid* sales division. Pierce V. S. Smith, account executive in division, promoted to spot sales manager. Walter L. Sachs, formerly with WAGA-TV Atlanta; Stanley Dyer, formerly representative for KOSA-TV Odessa, Tex., and George W. Sloan Jr., previously sales manager of Dekko Films, named account executives in *Cisco Kid* division.

• Ray Ellis, formerly with Columbia Records on artist and repertoire staff, to MGM Records, N.Y., as popular artist and repertoire director.

• Jessica Maxwell, formerly with Television Programs of America in production and casting departments, appointed casting director of Independent Television Corp. John Serrao, formerly of Peters, Griffin, Woodward Inc., named district manager in western division sales office; A. W. Godwin, formerly with NTA and ABC Films, to Arrow Productions, ITC re-run sales division; John B. Dalton, formerly with WOR-TV New York, to syndicated sales division.

• George J. Zachery, formerly radio-tv program and production manager for Lever Bros., named director of production for GAC-TV (General Artists Corp.) N.Y.

Equipment & Engineering

• L. C. Truesdell, v.p. and sales director of Zenith Radio Corp., elected to board of directors.

• John P. Manley, sales manager, General Ceramics Corp., Keasbey, N.J., named v.p. and marketing manager.

• C. Graydon Lloyd, general manager of specialty electronic components department, General Electric, Auburn, N.Y., since 1957, named general manager, GE's newly-established rectifier product section, Skaneateles, N.Y.

• William R Fraser, with General Electric Co. since 1941, appointed to newly-established post of consulting engineer, product design, for engineering and designing of complex broadcast transmitters in GE's technical products department, Syracuse, N.Y.

• Elliot M. Nesvig, formerly sales manager of Jefferson Electric Co., appointed v.p.-marketing of Pyle-National Co. (electrical equipment), Chicago.

• R. H. Rogers, formerly advertising manager and public relations director of Laboratory for Electronics, appointed advertising and sales promotion manager of National Co. (electronic, communications equipment), Malden, Mass.

• Arthur Hoffman, previously district sales manager, McKenny Sales Co., Dallas, named midwestern division sales manager, Reeves Soundcraft Corp., N.Y.

• Humboldt W. Leverenz, assistant director of research, RCA Labs, appointed director of research.

Allied Fields

• Jack Maillard appointed v.p. and general manager of Urania Records, Belleville, N.J.

• Haskell P. Short, manager of Columbus (Ohio) bureau of United Press International since 1955, named Ohio state news manager.

• Dennis Day, singer-comedian, named chairman of National Safety Council's motion picture, radio-tv committee. He succeeds Dale Evans and Roy Rogers, co-chairmen for past five years.

JUST LIKE SIGMUND AND HIS COUCH

people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart
call Petry today!
WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

Fight
HEART DISEASE

Give ®
HEART FUND

HOWARD E. STARK
Brokers and Financial
Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

FILMS FOR SOUTH OF BORDER

Mestre explains new organization's aims

Television Interamericana S.A. has secured the Latin American rights to 10 tv film series from CBS Films for a three-year period, according to Goar Mestre, head of the CMQ radio-tv properties in Cuba and organizer of TISA.

TISA, Mr. Mestre explained, was formed by a group of Latin American television broadcasters to provide them with information about film programming from all available sources, and, on request, to act as buying agent of films already dubbed in Spanish for its member stations and networks. TISA's third function is to control and distribute tv programs of its own throughout Latin America, either by producing them itself, by having them produced especially for TISA or by acquiring the Latin American rights to tv films produced elsewhere.

Habla Espano • This final function is the only one of its tri-fold program which TISA has yet undertaken, Mr. Mestre said, starting with the acquisition of the Latin American rights to *Annie Oakley, Champion, Gunsmoke, Have Gun Will Travel, I Love Lucy, Navy Log, Perry Mason, Range Rider, Trackdown* and *Whirlybirds.* TISA has dubbed Spanish sound tracks on these filmed tv programs, doing four of them in Puerto Rico and two each in Cuba, Mexico and Spain.

TISA members currently are the CMQ and CMBF tv networks in Cuba (the Mestre brothers own the former, have a minority interest in the latter), the Venezuelan tv network, Radio Caracas Television, the tv station in El Salvador and the tv station in Puerto Rico. In Latin America, Mr. Mestre explained, a network consists of one program originating station and a number of satellites.

Latin American tv is not as yet a profitable operation in any country but Cuba, he said, nor a profitable market for tv film producers. With only 1.5 million sets in all of Central and South America combined, $2,000-$2,500 is the most that a half-hour film program can gross in the entire Latin American market. And with long distances between Latin American cities (it's farther from Lima to Buenos Aires than from New York to Havana), the cost of sending a salesman to any city may be exorbitantly high for a U.S. program exporter.

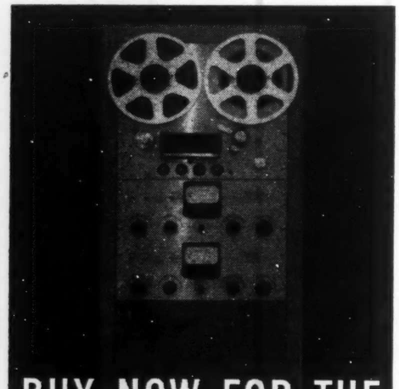
"I'll wager that two or three years from now, CBS Films, by selling these programs to us for a flat sum, paid in dollars in New York, will have netted more than their competitors who are handling their own distribution and dubbing," Mr. Mestre stated.

Facilities Lacking • TISA is helping tv film producers develop a Latin American market by providing facilities not now available, he said. Not a single U.S. tv film has been broadcast in Colombia, he reported, where tv is a government monopoly and although there are 15 stations on the air and 30 more in warehouses ready to go up, the film reproduction equipment is inadequate. So TISA has negotiated a government contract and at its own expense (about $25,000) is installing RCA film camera chains and slide projectors. The deal calls for the government owned tv system to get the right to use this equipment without charge for broadcasting sustaining and educational programs, but to pay for using it for commercial programs. By the end of the year, TISA will have invested about $300,000 in similar projects designed to help upgrade television throughout Latin America. By April, Colombian set owners will be watching U.S. tv film programs, he said. "TISA believes in give and take, not just take," Mr. Mestre declared.

TISA's eventual goal is a Latin American tv network, which Mr. Mestre believes will "help destroy excessive nationalism among Latin American countries and create a more effective Pan-Americanism. Together we can accomplish what we can't do individually."

BBG eyes live ratio

Canadian broadcasters were warned at the first public session of the recently-created Board of Broadcast Governors, that the new board will crack down on stations which do not abide by programming commitments. Dr. Andrew Stewart, BBG chairman, on Jan. 28 stated that broadcasting regulations would be impartially and rigorously enforced. As soon as possible the BBG will hold public hearings on possible changes of the



BUY NOW FOR THE FUTURE

Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere — Write to Ampex for a copy of Bulletin B.

AMPEX
CORPORATION
professional
products division

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*

company name

address

city zone state

Please send to home address — —

* Occupation Required

present regulations which the BBG inherited from the Canadian Broadcasting Corp., former regulatory body.

At the first public hearings Raymond Crepeau, CJMS Montreal, Que., was questioned on unfulfilled commitments to broadcast 48 hours a week of live programs. BBG counsel Bert Lawrence stated a spot check in December showed 90% of CJMS programs were recorded. Mr. Crepeau disputed the figure, stating that 20% to 22% would be closer to the amount of live broadcasting that month.

• Abroad in brief

• Canadian Broadcasting Corp., which has taken over operation of CFCT Dawson City and CFWH Whitehorse, both Yukon, and CFYK Yellowknife, Northwest Territories, will soon take over operation of parttime stations at Aklavik, N.W.T., and Goose Bay, Labrador. These stations have been operated by military and civilian groups on a parttime voluntary basis. The stations will be supplied with shortwave news service and 50 hours of taped CBC programs each week.

• West German Radio, Cologne, introduces a daily half-hour commercial segment into its programming April 1. North German Radio, Hamburg, also is reported to be starting a daily half-hour commercial program the same day. All other German radio is noncommercial, being supported by a $1.20 monthly license fee.

• Federation Nationale Des Industries, France, plans to hold its second International Exhibition of Electronic Parts & Components in Paris Feb. 20-24.

• The Western Region of the Federation of Nigeria, West Africa, is expected to have an educational television station by midsummer. Plans call for transmission facilities at Ibadan (population 600,000), regional capital, and at Ikeja, adjacent to Lagos, the federal capital. The International Cooperation Administration, Washington, D. C., is considering sending two tv specialists to its West African mission in answer to a request from the country's government.

• Striking television producers in Montreal, Quebec, have been urged by Canadian Labor Minister Michael Starr to seek reopening of negotiations with CBC. More than 70 tv producers are striking to get recognition for their newly-formed union.

• KIDO-TV Boise, Idaho, changed call to KTVB (TV) last Monday (Feb. 2). Company name changed to KTVB Inc.

PLAYBACK QUOTES WORTH REPEATING

Chicago headquarters

"Despite occasional loud cries of despair from a few people that origination of programming has left us [Chicago] for fairer climes," James W. Beach, president, Broadcast Advertising Club of Chicago, says in an open letter to the city's trade editors, "on the commercial or 'sponsors' side,' Chicago is having a field day." Mr. Beach, who is ABC-TV Central Div. vice president, continues:

If you will examine the trend, just in the past year, you will find a number of large national advertisers who are displaying more faith, day by day, in moving their national budgets away from Madison Avenue to Chicago-based advertising agencies. This is a tribute to the . . . so-called leanness, virility, forthrightness and yes, even guttsy-ness of the Chicago advertising school of thinking. Only proven success keeps bringing these additional millions of dollars to the "marketing headquarters" of the American way of life.

Only a short time ago one Chicago-based advertising agency [Leo Burnett Co.] acquired two $10 million national accounts from eastern agency direction, the acquisition of which put this agency over the top and into the hundred-million dollar bracket and placed it in approximately sixth position in the country in its field. This was not happenstance; this was a tribute to the specific type of processing continually at work within the organization to move goods for its clients through, first of all, its over-all comprehensive evaluation of their marketing problems. Secondly, its down-to-earth basic creative copy approach and thirdly (this is the most important point of all as far as we at the BAC in Chicago are concerned), the bulk of these great many millions of dollars are spent within the broadcasting industry alone.

Sex appeal

Utmost importance is placed on ability to charm televiewers, especially women, as a requirement for successful campaigning, by Democratic State Chairman Michael J. Prendergast of New York. At an Albany news conference Jan. 26 he said:

It all adds up to that perhaps we have to look at candidates in a different light than in the past. We must consider their television personality and their appeal to the voters, especially the women voters, who are voting in greater numbers all the time.

Figgerin' out westerns

"Westerns are a kind of hankerin' for the better world we have been trying to build, a world of justice where good is triumphant." That's the theory voiced by Leo A. Lerner in one of his syndicated columns. He goes on to say:

The other night I saw *Gunsmoke*. As I watched Matt Dillon ['I'm the U.S. Marshal over in Dodge, ma'am'], it occurred to me that I was looking at every American's dream of himself.

Matt Dillon . . . sits on the porch with his hat over his eyes and waits for the killers to give themselves away. In this age of frustration there is nothing better than a steady diet of patience. That's why westerns stay in vogue. . . .

In a world where everybody has studied statistics but knows nothin', nothin' at all, it's a mighty fine thing to sit down in your own home and meet a man who can figger things out.

We're not really wishing for the frontier, but for a Moses, a Job, a Jesus, an Abraham Lincoln. Not everybody believed in them when they were alive, and not everybody believes in them now. But the western is saying to us something we have always said we believe in: that one man with courage is a majority and we like it.

1

United Press International news produces!

HERE! PETER WMGM TRIPP HAS NOW BEEN AWAKE OVER 140 HOURS
MARATHON
MARCH OF DIMES
STAY AWAKE MARATHON

WMGM's Peter Tripp gathered crowds and dimes in a 201 hour-10 minute stint on Times Square

DIMESMANSHIP

Broadcast strategy brings in polio funds

As in past years, broadcasters contributed time and talent in significant chunks to the 1959 March of Dimes. Typical of many promotions across the country:

- KOCO-TV Oklahoma City opened the doors of its new studios to some 20,000 people who pledged, along with viewers at home, more than $40,000 during a 19-hour telethon.

- D.j. Pat Tallman of KTSA San Antonio bowled for 30 consecutive hours to raise almost $800.

- A total of 74 acts entertained WITN (TV) Washington, N.C., audiences so persuasively for 16½ hours that $15,083 was pledged to the March of Dimes.

- KIOA Des Moines, Iowa, d.j. Frosty Mitchell vindicated his name and the generosity of Iowans by pushing a wheel chair 35 miles from Ames to Des Moines at better than $100 per mile from KIOA listeners for a total of over $4,000.

- Three indefatigable d.j's conducted marathon broadcasts plugging the March of Dimes. Winner and still champion was Dave Hunter of WZRO Jacksonville, Fla., who stayed awake for nine days, nine hours, nine minutes and nine seconds for a grand total of 225 hours (topping his old record of 187). Winning second place, and practically all the national publicity, was Peter Tripp of WMGM New York who lasted 201 hours and 10 minutes. In third place was Red Evans of WTAL Tallahassee, Fla., who went 190 hours and 43 minutes without sleep.

- WBUD Trenton, N.J., devoted a full week of air time to the drive, broadcasting from a special studio in the heart of Trenton.

- Major league baseball players went to bat in San Mateo, Calif., in a special game Jan. 25 to benefit the March of Dimes. KSFO San Francisco broadcast the event and a pre-game rally as a public service.

- WGRO Lake City, Fla., signed on with the record, "Tom Thumb's Tune," telling its listeners to put dimes in one of two boxes labeled, "Stop Playing" and "Keep Playing," and signed off with it at a profit of 35 cents per play.

- A dance contest over WWJ-TV Detroit was decided by votes accompanied by 10-cent contributions to the March of Dimes.

- Charged with "failure to support and give sufficient aid to the March of Dimes," KWTX Waco, Tex., d.j. Chuck Hardin sprung himself from jail by broadcasting appeals from a cell to his audience, who bailed him out with $1,200 for the polio fund.

- WTTH Port Huron, Mich., staged a "Jail Bail" promotion that raised $3,000 for the March of Dimes. Lee Van Dam, arrested along with some 20 other citizens (bail $100 apiece to the fund) broadcast from a cell block in the jailhouse. The promotion went on for 8½ hours on a Saturday, exceeding the original goal by $1,000.

• Drumbeats

- Wong's Garden Restaurant in Miami sponsors correct time announcements on WCKR, that city, opening with a Chinese gong. Copy: "The Wong time is . . ."

- KGO-TV San Francisco is adding another dimension to KGO Radio personalities by placing them before tv cameras in more than 70 live station breaks, totaling in excess of $10,000 air time. A simulated radio booth has been built as a setting for the announcements.

- The United States Coast Guard was "rescued" by WPAT Paterson, N.J., when the commanding officer of the Coast Guard Cutter, *Tamaroa,* called the station to request that it broadcast emergency announcements from the ship to stand-by personnel on shore.

- With the addition of a series of Boston Symphony concerts (delayed tape broadcasts of live concerts in Symphony Hall, Boston), stereophonic programming on WGMS-AM-FM Washington now exceeds 30 hours a month. The weekly series is sponsored by Guardian Federal Savings & Loan Assn. and O'Brien & Rohall Inc., car dealers. Agency for both is Larrabee Assoc., Washington.

- The "music men" (no disc jockeys allowed) of WLOB Portland, Me., have taken their place beside the staff's newscasters and sportscasters. From now on they will be known as "musicasters," WLOB has announced.

- WSAZ-TV Huntington - Charleston W.Va., received more than 5,000 requests for Steamboat Bill Shipmate's Club membership cards within a week. Steamboat Bill, played by WSAZ-TV staffer George Lewis, is m.c. of *Spinach Playhouse* (Mon.-Fri. 5 p.m.).

- KYW Cleveland raised more than

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

$10,000 for northern Ohio's retarded children Jan. 30 with a three-hour musical benefit show. An audience of 3,000 saw Bob Crosby, Roger Williams, Mitch Miller and others. KYW-TV taped portions for telecasting.

- KBOX Dallas sent a feminine Santa, dressed in a short velvet tunic with a fur collar and hem, to advertising agencies in the area for the station's "Christmas in January" promotion. The model gave agencymen gift-wrapped presents.

- KGVO Missoula, Mont., paid out $1,024.70 in exchange for old Christmas cards. Listeners and charitable organizations rounded up 102,470 to sell the station at a cent apiece. KGVO gave the cards to the Salvation Army.

- In the wake of a record snowfall in Albuquerque last month, KQEO, that city, sponsored its first annual snowman contest. More than 300 families and groups entered in the two days the snow lasted. A 9-ft. rabbit in formal attire, holding a radio with the KQEO letters, won $50 as did the largest statue, 18 feet tall, displaying foot-high call letters.

Don't take WORC's word

If agency timebuyers would like first-hand impressions of what radio listeners in Worcester, Mass., think about WORC there, and radio generally, Avery-Knodel Inc., national representative for WORC, can set up personal interviews. Agency buyers may call by telephone, at no expense, one or more of nearly 1,000 Worcester housewives whose names and addresses were obtained by WORC when the ladies called the station for various reasons during the last week in January. Buyers, using the list, can verify those calls to the station, and can ask any questions.

Dream announcer

The Gothic Corp., New York management consultant, is updating its job description of the television announcer. Convinced that he does much more than announce, the firm is testing its theory on advertising agency people, asking them to define the function in 200 words or less. The best answer wins an automobile, the four runners-up coming in for cameras. Judges are Norman Smith, advertising manager, Sunshine Biscuit Co.; Dr. John McDonnell, vice president-advertising, Schering Corp., and TvB President Norman Cash. Open to agency people only, the contest closes Feb. 28.

Radio boosters in South Carolina

Radio stations of South Carolina, taking a leaf from the national promotion book, are getting a statewide campaign underway for the radio medium. The South Carolina Broadcasters Assn. has signed 26 stations for its four-point promotional plan, James K. Whitaker, SCBA chairman, reports. The goal, as outlined last month at the SCBA convention in Columbia:

(1) A series of personalized sales and audience promotion spots; (2) a South Carolina Radio Directory with retail rates, market data, radio homes vs. newspaper circulation and other information; (3) a South Carolina radio presentation kit, and (4) a group of volunteer radio experts to visit advertisers and agencies to present the story of South Carolina radio.

The idea is patterned on national promotions by the Radio Advertising Bureau and Station Representatives Assn. SCBA estimates that 50 stations signing for the plan at $30 will put the state radio show on the road.

Exploring broadcasting

An Explorer Scout post in broadcasting is being sponsored by WSBT-AM-TV South Bend, Ind. The stations have signed a charter and appointed 12 staff members as the post's advisory committee.

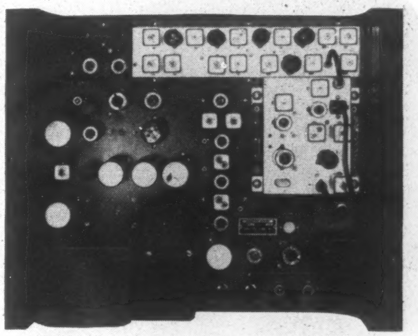
Explorer is a new concept in scouting to recruit boys of high school age into "specialized" groups organized along business, industrial and professional lines. WSBT-AM-TV claim this is the first Explorer venture into the broadcasting field.

If the envelope fits . . .

An old envelope trick is being used by Blair-Tv and Blair-Tv Assoc. station representatives, in a mailing piece. In a progression, each envelope is smaller in size, keyed to the size of spot tv campaign by an advertiser. Included: Jergens Lotion in 97 markets (Cunningham & Walsh); The Texas Co. in 85 (also C&W); Ward Baking Co. (Tip Top) in 33 (J. Walter Thompson); Castro Convertibles (furniture) in 11 (Bernard Carlin Assoc.); S. A. Schonbrunn (Savarin coffee) in 3 (Foote, Cone & Belding). Notes Blair: these advertisers "shape spot tv to fit their needs."

KWFT over Kremlin

Programming of KWFT Wichita Falls, Tex., is slated to be heard behind the Iron Curtain this year. The station is preparing a shipment of western American folk songs to send to Radio



NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver

The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +0 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

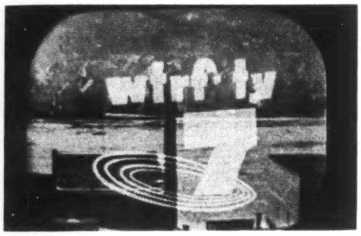
Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

Moscow in exchange for a package of Russian music now on its way from there. KWFT plans to present a weekly series using the Russian music.

40,000 turn-out for 'Flight'

WAVY-TV Portsmouth, Va., attracted more than 40,000 to an open house it held Jan. 25 at nearby Langley Air Force Base to promote *Flight,* a syndicated series. In a 90-minute remote telecast, WAVY-TV cameras showed the Air Force's latest planes and interviewed AF personnel.



Flood breaks • Backgrounds of the Ohio River flood were used in station breaks throughout an entire critical day by WTRF-TV Wheeling, W.Va. A camera, equipped with long-range Zoomar lens, was aimed out of a seventh-floor window in the WTRF-TV building to shoot the roaring waters and barges whirling out of control, hitting bridge pillars. Then at each station break a live shot of the river with superimposed ID was telecast, along with the report of each new crest.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Jan. 29 through Feb. 4: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Hot Springs, Ark.—Southwestern Operating Co., vhf ch. 9 (186-192 mc); ERP 309 kw vis., 162 kw aur.; ant. height above average terrain 680 ft., above ground 288 ft. Estimated construction cost $432,000, first year operating cost $244,400, revenue $260,000. P.O. address 920 Rogers Ave., Fort Smith, Ark. Studio location Hot Springs, Ark. Trans. location Hot Springs, Ark. Geographic coordinates 34° 30′ 06″ N. Lat., 93° 06′ 26″ W. Long. Trans., ant. GE. Legal counsel Haley, Wollenberg & Kenehan, Washington, D.C. Consulting engineer William L. Foss Inc., Washington, D.C. **Donald W. Reynolds,** president and 100% owner of **Southwestern Pub. Co.,** owns or controls **KFSA-AM-FM-TV Fort Smith, Ark., KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson,** all **Nevada, KHBG Okmulgee, Okla.,** and **KBRS Springdale, Ark.** Announced Jan. 29.

New Orleans, La.—New Orleans Television Corp. Commission waived Sec. 1.331 (b) of rules and granted STA to New Orleans Television Corp. to operate on ch. 13 at New Orleans from Feb. 1 to April 30, conditioned that this operation shall cease at such time as regularly authorized tv service commences on ch. 12 at New Orleans, but in no event beyond start of operation on ch. 13 at Biloxi, Miss.

New Orleans Television Corp. is merger of **Supreme Bcstg. Co.** and **Coastal Television Co.,** which, with **Oklahoma Television Corp.,** competed for ch. 12 at New Orleans. Three reached agreement whereby Supreme and Coastal would form new corporation and Oklahoma would dismiss its application for reimbursement of expenses not to exceed $75,000. Under same agreement, Supreme operated WJMR-TV (formerly ch. 20) on ch. 13 at New Orleans until Jan. 31.

Temporary authorization to New Orleans Television Corp. is not to be construed as Commission approval of merger and is without prejudice to any action Commission may take in New Orleans ch. 12 proceeding.

Until March 2, New Orleans Television Corp. is permitted to operate with about 65% of its authorized effective radiated power of 94.5 kw vis. and 47.2 kw aur. Announced Jan. 29.

APPLICATIONS

Idaho Falls, Idaho—Sam H. Bennion, vhf ch. 8 (180-186 mc); ERP 0.578 kw vis., 0.290 kw aur.; ant. height above average terrain 77 ft., above ground 164 ft. Estimated construction cost $54,985, first year operating cost $159,250, revenue $172,453. P.O. address Box 2436, Idaho Falls, Idaho. Studio location 1700 N. Yellowstone Hwy. Trans. location 1700 N. Yellowstone Hwy. Geographic coordinates 43° 30′ 06.1″ N. Lat., 112° 01′ 38.2″ W. Long. Trans. Gates BT1A-H, ant. Gates TV-500-H. Consulting engineer Robert J. Myers. Sole owners Sam H. Bennion, petroleum distributor. Announced Feb. 3.

Pocatello, Idaho—Sam H. Bennion, vhf ch. 10 (192-198 mc); ERP 0.595 kw vis., 0.296 kw aur.; ant. height above average terrain 2025 ft., above ground 64 ft. Estimated construction cost $65,187, first year operating cost $159,250, revenue $172,453. P.O. address Box 2436 Idaho Falls, Idaho. Studio location 1112 N. Fifth, Pocatello. Trans. location 3½ miles S.SW. Pocatello (Kinport Peak). Geographic coordinates 42° 48′ 22.7″ N. Lat., 112° 29′ 14.6″ W. Long. Trans. Gates BT1A-H, ant. Gates TV-500-H ring. Consulting engineer Robert J. Myers. Sole owner Sam H. Bennion, petroleum distributor. Announced Feb. 3.

Twin Falls, Idaho—Sam H. Bennion, vhf ch. 13 (210-216 mc); ERP 0.568 kw vis., 0.284 kw aur.; ant. height above average terrain 22 ft., above ground 164 ft. Estimated construction cost $54,985, first year operating cost $159,250, revenue $172,453. P.O. address Box 2436, Idaho Falls, Idaho. Studio location 237 4th Ave., S., Twin Falls. Trans. location 237 4th Ave., S. Geographic coordinates 42° 03′ 42″ N. Lat., 114° 12′ 39″ W. Long. Trans. Gates BT1A-H, ant. Gates TV-500-H. Consulting engineer Robert J. Myers. Sole owner, Sam H. Bennion, petroleum distributor. Announced Feb. 3.

Translators

Redwood TV Improvement Corp., Redwood Falls, Minn.—Granted cps to replace expired permits for five tv translator stations—(K70BB) on ch. 70 to translate programs of WCCO-TV, (K80AL) to translate programs of KMSP-TV, (K83AE) to translate programs of WTCN-TV Minneapolis; and (K73AI) to translate programs of *KTCA-TV, (K77AI) to translate programs of KSTP-TV St. Paul, all Minnesota.

Shelby T. V. Club Inc., Shelby, Mont.—Granted cps to replace expired permits for two tv translator stations—(K76AG) to translate programs of CJLH-TV Lethbridge, Alta., and (K72AM) to translate programs of KFBB-TV Great Falls, Mont.

Big Lake Translator System Inc., Big Lake, Tex.—Granted cps for two new tv translator stations—to translate programs of KOSA-TV Odessa, and other to translate programs of KMID-TV Midland, both Texas. Comr. Craven absent.

New Am Stations

ACTIONS BY FCC

Mojave, Calif.—Mojave Bcstrs. Granted 1340 kc, 250 w unl. P.O. address 38325 North 12th St., E. Palmdale, Calif. Estimated construction cost $16,600, first year operating cost $30,000, revenue $36,000. **Leslie G. Foote** is sole owner. Mr. Foote is general contractor. Announced Feb. 3.

Denham Springs, La.—Avoyelles Bcstg. Corp. Granted 1220 kc, 250 w D. P.O. address ℅ Chester J. Coco, Box 7, Marksville, La. Estimated construction cost $16,651, first year operating cost $30,000, revenue $45,000. Avoyelles Corp., sole owner, also owns **KAPB Marksville, La.** Announced Feb. 3.

Oneida, Tenn.—Scott Bcstg. Co. Granted 1310 kc, 1 kw D. P.O. address Oneida. Estimated construction cost $21,843, first year operating cost $25,000, revenue $86,250. **R. H. Troxel,** sole owner, is Ford dealer. Announced Feb. 3.

White River Junction, Vt.—White River Enterprises Inc. Granted 910 kc, 1 kw D. P.O. address ℅ Alfred Guarino, 28 N. Main St. Estimated construction cost $18,336, first year operating cost $27,000, revenue $35,000. Owners are **Mr.** and **Mrs. DuRay Smith Jr.** (each 25%) and **Mr.** and **Mrs. Philip Smith Jr.** (24½% each). The former are retired. Philip Smith is announcer-program director, **WTSV Claremont, N.H.** Announced Feb. 3.

APPLICATIONS

Cottonwood, Ariz.—Verde Bcstg. Co. 1410 kc, 1 kw D. P.O. address 4121 W. Pinchot, Phoenix, Ariz. Estimated construction cost $12,150, first year operating cost $32,000, revenue $36,000. Equal owners are **Russell G. Wonnacott,** manager KOFA Yuma, Ariz., and **Geraldine Cowling,** housewife. Announced Feb. 2.

Lemoore, Calif.—Elbert H. Dean and **B. L. Golden** 1240 kc, 250 w. P.O. address 5226 N. Teilman Ave., Fresno, Calif. Estimated construction cost $11,930, first year operating cost $25,000, revenue $35,000. Equal partners, Mr. Dean is chief engineer KARM-AM-FM Fresno, and Mr. Golden is former owner KEAP Fresno. Announced Feb. 4.

New Smyrna, Fla.—Radio New Smyrna Inc. 1550 kc, 1 kw D. P.O. address Route 1, Box 187, Land O Lakes, Fla. Estimated construction cost $7,400, first year operating cost $40,000, revenue $50,000. Equal owners are **Robert E. Wadson** minority owner WALT Tampa and **John C. Dent,** retired government worker, and minority owner, National Equipment & Supply, Washington, D.C. Announced Jan. 29.

Louisville, Ga.—Peach Bcstg. Co. 1420 kc, 1 kw D. P.O. address Box 412, Clarksville, Ga. Estimated construction cost $23,913, first year operating cost $31,800, revenue $42,000. Owners are **Bradley Lumpkin Williamson** (35%), employe WRWH Cleveland, Ga.; **Henry E.** and **John O. Braselton** (15% each), Braselton, Ga., grocers, and others. Announced **Feb. 4.**

Caldwell, Idaho—Christian Bcstg. Co. of Idaho 790 kc, 1 kw D. P.O. address 11635 S.W. Highway 217, Tigard, Ore. Estimated construction cost $18,273, first year operating cost $48,000, revenue $66,000. Equal partners are **Harold Shaw,** decorator-designer, and **F. Demcy Mylar,** 50% owner KRWC Forest Grove, Ore. Announced Feb. 4.

Aurora, Mo.—Galen O. Gilbert 1550 kc, 1 kw D. P.O. address Box 126, Tahlequah, Okla. Estimated construction cost $13,339, first year operating cost $30,000, revenue $40,000. Mr. Gilbert is majority owner KTLQ Tahlequah, Okla. Announced Jan. 30.

Troy, N.C.—Troy Bcstg. Co. 1390 kc, 500 w D. P.O. address Drawer 471, Rocky Mount, Va. Estimated construction cost $14,175, first year operating cost $24,000, revenue $30,000. Sole owner **Lester L. Williams** is owner WTYI Rocky Mount, Va. Announced Feb. 2.

Zanesville, Ohio—Raymond I. Kandel and **Gus Zaharis** 940 kc, 250 w D. P.O. address 4010 Virginia Ave., S.E., Charleston 4, W.Va. Estimated construction cost $16,215, first year operating cost $40,000, revenue $48,000. Equal partners Mr. Kandel has interests in WMON Montgomery and WKLC St. Albans, both West Virgina, and Mr. Zaharis has interest in WTIP Charleston. Announced Feb. 4.

Sapulpa, Okla.—Sapulpa Bcstrs. 1550 kc, 250 w D. P.O. address 5450 N. Frankfort, Tulsa, Okla. Estimated construction cost $16,062, first year operating cost $40,000, revenue $48,000. Equal partners are **W. E. Minshall,** sales manager KRMG Tulsa and **M. E. Klar,** jeweler. Announced Feb. 3.

Smithfield, Va.—Tidewater Bcstg. Co. 940 kc, 10 kw D. P.O. address Box 940, Smithfield. Estimated construction cost $28,200, first year operating cost $65,000, revenue $70,000. Owners are **Vernon H. Baker** (40%) majority owner WESR Tasley, Va., and WYNN Florence, S.C.; **C. Brooks Russell** (40%) minority owner WESR; **Howard C. Gwaltney** (10%) Smithfield mayor, and **Charles F. Russell** (10%) hotel-motel operator. Announced Feb. 4.

Spencer, W.Va.—Spencer Bcstg. Co. 1400 kc, 250 w. P.O. address 901 Evanwood Rd., Charleston, W.Va. Estimated construction cost $10,300, first year operating cost $30,000, revenue $40,000. Applicants are **Melvin S. Burka,** manager and minority stockholder WTIP Charleston; **Bernard A. Burka,** sales manager and minority stockholder WTIP; **Gus Zaharis,** 48% owner WTIP and **A. G. Thompson,** Charleston lawyer and minority owner WTIP. Each is 25% owner of applicant company. Announced Feb. 4.

Jackson, Wis.—Suburban Bcstg. Co. 540 kc, 250 w D. P.O. address Route 2, Box 270-B, Menomonee Falls, Wis. Estimated construction cost $74,831, first year operating cost $70,000, revenue $95,000. Equal owners are **Charles H. Lomas,** owner Tower Repair and Maintenance Service, Menomonee Falls; **Eugene M. Gissall,** dental surgeon; **Donald J. Heyrman,** physician and **John C. Andresek,** contractor. Announced Jan. 29.

Existing Am Stations

ACTIONS BY FCC

KWBY Colorado Springs, Colo.—Granted change on 740 kc from 250 w D to 250 w N, 1 kw LS, DA-2 unl.; engineering conditions. Announced Feb. 3.

KIMN Denver, Colo.—Granted change from DA-1 to DA-N, continuing operation on 950 kc, 5 kw unl. Announced Feb. 3.

KASO Minden, La.—Granted change from unl. time to specified hours (which it now operates under temporary authority), continuing operation on 1240 kc, 250 w. Announced Feb. 3.

KATZ St. Louis, Mo.—Being advised that, unless within 20 days it requests hearing, its application for additional time to change nighttime facilities from 1 to 5 kw, will be dismissed and cp canceled. Announced Feb. 3.

KFIR North Bend, Ore.—Granted transfer of control from Josephine E. Edwards to Vernon G. Ludwig (interest in KDOV Medford, Ore.); consideration $85,000. Announced Jan. 29.

WHBQ-AM-TV Memphis, Tenn.—Waived Sec. 3.651 (c) and granted authority to utilize aur. trans. of WHBQ-TV for purpose of transmitting stereophonic sound broadcasts in conjunction with WHBQ, for 90 days, during hours when WHBQ-TV is normally silent. Announced Feb. 3.

APPLICATIONS

WJHO Opelika, Ala.—Cp to increase daytime power from 250 w to 1 kw. Announced Jan. 30.

KTIP Porterville, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 30.

WTNT Tallahassee, Fla.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Announced Feb. 4.

WELL Battle Creek, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver Sec. 3.188 [d] of rules.) Announced Feb. 2.

KUKU Willow Springs, Mo.—Cp to increase power from 500 w to 1 kw and install new trans. Announced Feb. 4.

KHUB Fremont, Neb.—Cp to change frequency from 1340 kc to 1330 kc; increase power from 100 w to 500 w; change hours of operation from specified hours to daytime and make changes in trans. Announced Jan. 29.

KRBO Las Vegas, Nev.—Cp to change frequency from 1050 kc to 1400 kc; change hours of operation from D to unl., using power of 500 w. Announced Feb. 3.

WGBB Freeport, N.Y.—Cp to increase power (D) from 250 w to 1 kw and install new trans. Announced Feb. 4.

KCLX Colfax, Wash.—Cp to increase D power from 250 w to 1 kw and install new trans. Announced Feb. 4.

KQDE Renton, Wash.—Cp to change power from 1 kw unl. to 1 kw, 5 kw LS, change ant.-trans. and studio location, change from DA-1 to DA-2 and change station location to Seattle, Wash., and install new trans. Announced Feb. 3.

New Fm Stations

ACTIONS BY FCC

Mountain View, Calif.—Foothill Jr. College Dist. Granted *88.5 mc, 10 w. P.O. address % Arla L. DeHart, 150 El Camino Real. Estimated construction cost $4,500, first year operating cost $400. Announced Feb. 3.

Sacramento, Calif.—Dale W. Flewelling. Granted 98.5 mc, 3.5 kw unl. P.O. address 1818 Q St., Sacramento. Estimated construction cost $4,900, first year operating cost $27,000, revenue $36,000. Sole owner Flewelling has teaching background. Announced Feb. 3.

Santa Clara, Calif.—University of Santa Clara. Granted cp for new noncommercial educational fm station to operate on 90.1 mc; ERP 1.1 kw. Announced Jan. 29.

Bloomington, Ind.—Sarkes Tarzian Inc. Granted 82.3 mc, 31 kw. P.O. address E. Hiss, Hillside Dr. Estimated construction cost $22,977. Station to duplicate programs of applicant's am outlet, WTTS Bloomington, Announced Jan. 29.

Louisville, Ky. — Jefferson Bcstg. Co. Granted 95.1 mc, 13.5 kw. P.O. address % Station WTMT, 1300 S. 4th St., Louisville. Estimated construction cost $18,030, first year operating cost $2,500, revenue $3,000. Applicant is licensee of **WTMT Louisville. Earl F. Hash,** president and 27.3% stockholder, also owns **KPID Payette, Idaho.** Announced Jan. 29.

Medford, Mass.—Conant Bcstg. Co. Granted 107.9 mc, 15 kw. P.O. address 99 Revere Beach Pkwy. Estimated construction cost $14,515, first year operating cost $25,000, revenue $35,000. Applicant is licensee of WHIL Medford. Announced Jan. 29.

East Lansing, Mich. — Mid-State Bcstg. Corp. Granted 99.1 mc, 30 kw. P.O. address % Robert J. Coleman, Box 289. Estimated construction cost $54,547, first year operating cost $33,500, revenue $34,000. Owners are **James F. Anderton** (66.67%), iron and steel executive; **John P. McGoff** (16.67%), Mich. State U. concert manager; and **Robert J. Coleman** (16.67%), executive secretary, Mich. Assn. of Bcstrs. Announced Jan. 29.

Hempstead, N.Y.—Hofstra College. Granted cp for new noncommercial educational fm station to operate on 88.7 mc with 10 w. Announced Feb. 3.

San Juan, P.R.—Department of Education of Puerto Rico. Granted cp for new noncommercial educational fm station to operate on 89.7 mc; ERP 840 w; ant. 740 ft. Announced Feb. 3.

Bellingham, Wash. — International Good Music Inc. Granted 92.9 mc, 20 kw. P.O. address 1151 Ellis St. Estimated construction cost $16,530, first year operating cost $30,000, revenue $30,000. Applicant is owned by licensee of KVOS Bellingham. **Rogan Jones,** 86.49% owner, also owns 60% of KPQ Wenatchee, Wash. Announced Feb. 3.

APPLICATIONS

Omaha, Neb.—Jack L. Katz Enterprises 94.3 mc, 0.25 kw. P.O. address 924 City National Bank Bldg. Estimated construction cost $9,978, first year operating cost $12,120, revenue $14,140. Mr. Katz, 90% owner is salesman at KMTV Omaha. Other partners (5% each) are **Donald L. Stern,** attorney, and **Bill L. Dunbar,** Motorola employe. (Announced Jan. 7, omitted from Jan. 12 issue.)

Trenton, N.J.—WBUD Inc. 101.5 mc, 25.8 kw. P.O. address Box 158. Estimated construction cost $20,050, first year operating cost $3,000. Announced Feb. 2.

Port Jefferson, N.Y.—High Fidelity Music Co. 95.9 mc, 0.74 kw. P.O. address 20 Lake End Rd., Merrick, N.Y. Sole owner **John R. Rieger Jr.** is owner WLIR (FM) Hicksville, N.Y. Announced Feb. 2.

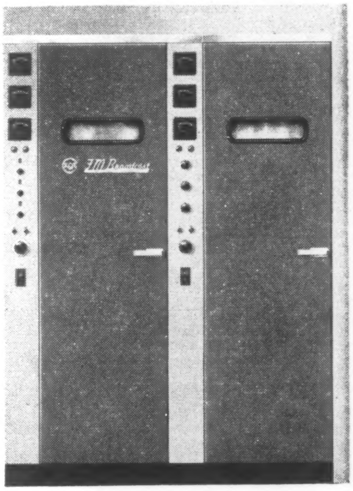
Existing Fm Stations

ACTIONS BY FCC

KEAR (FM) San Francisco, Calif.—Granted assignment of license to Family Stations Inc. (Harold Camping, president); consideration $100,000. Announced Jan. 29.

WUST-FM Bethesda, Md.—Granted cp to change from class A on 106.3 mc to class B on 94.7 mc; change power from 500 w to 20 kw and ant. from 320 ft. to 245 ft., and

Equipping a Radio Station?



New RCA 5 KW FM Transmitter Designed for Multiplexing

A "Direct FM" system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-5B today's best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-10B, uses "Direct FM" modalator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!

Or write for descriptive literature to RCA, Dept. PB-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

change trans. and ant. system; engineering condition. Announced Jan. 29.

APPLICATION

KATY-FM San Luis Obispo, Calif.—Cp to change frequency from 99.9 mc to 94.5 mc, and change type trans. Announced Feb. 2.

Ownership Changes

ACTIONS BY FCC

KFMU (FM) Los Angeles, Calif.—Granted assignment of license to Metropolitan Theatres Corp.; consideration $100,000 plus agreement not to compete in radio business in area for five-year period. Assignee's sole stockholder is Eighth Street Theatres Corp., which is wholly owned by Sherrill C. Corwin, who has interest in KAKE-AM-TV Wichita, Kan.; KPRO Riverside; KROP Blythe; KYOR Brawley; KREO Indio, and 100% owner KBAY (FM) and KBAY-TV San Francisco; KFMX (FM) and KFMX-TV (formerly KEZY) San Diego; KPAX (FM) San Bernardino, and KFMC (FM) Santa Barbara, all California. Announced Feb. 3.

KACY Port Hueneme, Calif.—Granted assignment of license to Lincoln Dellar (interest in permittee of new tv station on ch. 17 at Bakersfield); consideration $83,000. Announced Feb. 3.

WAPG Arcadia, Fla.—Granted assignment of license from H. F. McKee as individual to new corporation; Arcadia-Punta Gorda Bcstg. Co. (H. D. Ryals, president); consideration $55,000. Announced Feb. 3.

WQXT-AM-FM Palm Beach, Fla.—Granted assignment of licenses and SCA to Flame Radio and Tele. Co. (Emma S. Pell, president); consideration $112,785. Announced Feb. 3.

KSAL Salina, Kan.—Granted assignment of license to Salina Bcstg. Inc. (KFOR Lincoln, Neb.; KRGI Grand Island, Neb., and KMNS Sioux City, Iowa); consideration $350,000. Announced Feb. 3.

KBSF Springhill, La.—Granted assignment of license from James L. Boucher, et al., to Johnnie K. Hill, tr/as Springhill Bcstg. Co.; consideration $60,000. Announced Feb. 3.

WTAC Flint, Mich.—Granted assignment of license to L & P Bcstg. Corp. (Leonard and Phil Chess); consideration $278,000. Announced Feb. 3.

WNLA Indianola, Miss.—Granted assignment of license to Radio Cleveland Inc. (WCLD Cleveland, Miss.); consideration $30,000. Announced Feb. 3.

WMUR-TV Manchester, N.H. — Granted assignment of licenses to United Tele. Co. of New Hampshire. consideration $450,000. Assignee stock is held by Friendly Bcstg. Co., 99% owned by Richard Eaton who has interest in WSID-AM-FM-TV Baltimore, Md.; WINX Rockville, Md.; WOOK-AM-TV and WFAN (FM) Washington, D.C.; WARK-AM-FM Hagerstown, Md.; WANT Richmond, Va.; WYOU and WACH-TV Newport News, Va., and WSRS-AM-FM Cleveland Heights, Ohio. Announced Feb. 3.

KASA Elk City, Okla.—Granted assignment of license from Leo R. Morris, Jackson R. Webb and Carl Stephens to Webb and Stephens; new owners obtain Morris' 50% interest for assumption of debts. Announced Feb. 3.

KIHN Hugo, Okla.—Granted transfer of control from O. A. and Gladys M. Brewer and W. E. and Ollie O. Schooler to Dave and Leeta Brawner; consideration $45,000; conditioned that transfer not be consummated until transferees have disposed of interest in KFTV Paris, Tex. Announced Feb. 3.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Feb. 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,286	53	122	624
FM	543	39	135	62
TV	432[1]	84	104	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 4

	VHF	UHF	TOTAL
Commercial	435	80	515[3]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

	AM	FM	TV
Licensed (all on air)	3,286	543	432[1]
CPs on air (new stations)	40	35	83[2]
CPs not on the air (new stations)	114	117	104
Total authorized stations	3,440	695	666
Applications for new stations (not in hearing)	470	44	38
Applications for new stations (in hearing)	124	29	70
Total applications for new stations	594	73	108
Applications for major changes (not in hearing)	478	31	37
Applications for major changes (in hearing)	48	0	17
Total applications for major changes	526	31	54
Licenses deleted	1	2	1
CPs deleted	0	0	1

---

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

KHEM Big Spring, Tex.—Granted assignment of license to Thomas E. Conner and Robert E. Bradbury Jr., d/b as The Cobra Bcstg. Co.; consideration $57,607. Announced Feb. 3.

APPLICATIONS

KZOK Prescott, Ariz.—Seeks assignment of license from **Northern Arizona Aircasters Inc.** to **Harvey Raymond Odom.** Consideration, $28,806. Mr. Odom is former one-third owner KHEY El Paso, Tex.

KWRF Warren, Ark.—Seeks transfer of license from **Paul Fiser, John G. Rye** and **Lee Reaves** to **Weldon** and **Violet Sledge.** Mr. Sledge is former owner KWRW Guthrie, Okla. Consideration $50,000. Announced Feb. 3.

KAPI Pueblo, Col.—Seeks assignment of cp from **Ray J. Williams** to **Centennial Radio Corp.** which is wholly owned by Mr. Williams. Announced Feb. 4.

KAVI Rocky Ford, Col.—Seeks assignment of license from **Ray J. Williams** to **Centennial Radio Corp.**, wholly owned by Mr. Williams. Announced Feb. 4.

WBMK West Point, Ga.—Seeks transfer of license from **Radio Valley Inc. of Maryland** to **Radio Valley Inc. of Georgia,** with no change of ownership involved. Announced Feb. 3.

WTVW (TV) Evansville, Ind.—Seeks involuntary assignment of license from **Evansville Television Inc.** to **Douglas H. McDonald,** trustee. Announced Feb. 4.

KYSS Missoula, Mont.—Seeks assignment of cp from **Missoula Bcstrs.** to **Treasure State Bcstg. Co.** Consideration $1,625. Purchasers are **Wallace K. Reid,** (25%) one-third partner in KORD Pasco; **Robert D. Chamberlain,** (37.5%) Pasco financier, and **A. James Arrighi,** (37.5%) businessman in Spokane, all Washington state. Announced Feb. 4.

WRMT Rocky Mount, N.C.—Seeks transfer of cp from **Marvin R. Robbins** to **Olinda Enterprises Inc.** Mr. Robbins will receive 250 shares of preferred stock in Olinda and $9,000. Owners will be Mr. Robbins (66.8%), Norman Suttles (31.6%) and others. Mr. Robbins is in insurance, and Mr. Suttles is manager WRMT. Announced Feb. 4.

WIMA-AM-FM Lima, Ohio—Seeks assignment of minority interest in **Northwestern Ohio Bcstg. Corp.** from **George E. Hamilton,** present 50% owner to his daughter **Mrs. Suzanne Hamilton Stewart** as a gift. No financial consideration involved. Announced Feb. 4.

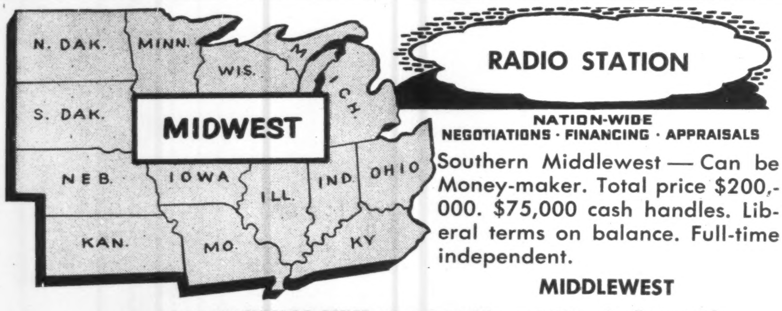
WHAT-FM Philadelphia, Pa.—Seeks assignment of license from **Independence Bcstg. Co.** to **WHAT-FM Inc.**, a wholly owned subsidiary of Independence. Announced Feb. 4.

WTYC Rock Hill, S.C.—Seeks transfer of control of licensee, **Tri-County Bcstg.** Co. from **T. Lamar** and **Marguerite Simmons; A. Lincoln** and **Pauline E. Faulk** to **E. L. Burwell, R. H. Whitesides** and **Jonas R. Bridges,** each purchasing 25% interest. Consideration, $46,900. After transfer, Mr. and Mrs. Simmons will collectively hold 25% interest. Mr. Whitesides owns WKMT, Kings Mountain, N.C. Mr. Bridges is manager WKMT, and Mr. Burwell is manager WTYC. Announced Jan. 29.

WBAC Cleveland, Tenn.—Seeks transfer of control of licensee corp. **Fitch & Kile Inc.** from **Susan M. Fitch,** executrix of estate of **Thad F. Fitch,** deceased, and **Walter T. Kile** to equal partners Charles B. Britt and James Ayers. Consideration $5,000 and liabilities not to exceed $120,000 Mr. Britt is majority owner WIRY Plattsburg, N.Y. and equal partner with Mr. Ayers in WJBS DeLand, Fla. Mr. Ayers also owns station representative firm in Atlanta, Ga. Announced Jan. 30.

KOKE Austin, Tex.—Seeks assignment of 50% interest in **Radio KOKE Inc.** from **Giles E. Miller** to **G. E. Miller & Co.** Announced Feb. 4.

KCTV (TV) San Angelo, Tex.—Seeks assignment of control of licensee **Westex Tele-**



NATION-WIDE
NEGOTIATIONS · FINANCING · APPRAISALS

Southern Middlewest — Can be Money-maker. Total price $200,000. $75,000 cash handles. Liberal terms on balance. Full-time independent.

MIDDLEWEST

Contact the CHICAGO OFFICE, Tribune Tower, DElaware 7-2754, or the office nearest you

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS · RADIO AND TELEVISION STATIONS · NEWSPAPERS

• SAN FRANCISCO 111 Sutter St. EXbrook 2-5671 • DALLAS 1511 Bryan St. RIverside 8-1175 • WASHINGTON, D. C. 1737 De Sales St. N. W. EXecutive 3-3456

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
5622 DYER STREET
EMERSON 3-3266
DALLAS 6, TEXAS

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER
CONSULTING ENGINEER
Suite 298, Arcade Bldg.,
St. Louis 1, Mo. Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 1211, Lakeland, Florida
Mutual 2-1431 5-5544

Service Directory

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE
FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N. W.
Washington 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 85,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

PROMINENT
BROADCASTERS
choose
Stainless
TOWERS

Joe M. Baisch, General Manager

WREX-TV
ROCKFORD, ILLINOIS

Richard Peck, Chief Engineer

And for good reasons, too:

- * Stainless EXPERIENCE in design and fabrication
- * RELIABILITY of Stainless installations
- * LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

vision Co. from **Angelo Bcstg. Telecstg. Inc.** to **Big Spring Bcstg. Co.** which is owned by **Houston H. Harte** and **Edwin H. Harte** (48.32% each) and **A. L. Hall** (3.36%). Consideration $31,487. Messrs. Harte are president and vice president of *San Angelo Standard*. Announced Feb. 4.

WCFV Clifton Forge, Va.—Seeks transfer of license from **Clifton Forge Bcstg. Corp.** to **James R. Reese Jr.** Consideration $45,000. Mr. Reese is 80% owner WCBG Chambersburg, Pa. Announced Feb. 4.

KLYK Spokane, Wash.—Seeks transfer of control from **KLYK Inc.** to **Marie Storm Taft, Archie Taft Jr.,** and **W. L. Simpson.** Consideration $43,000. Mrs. Taft is majority owner KOL Seattle; Mr. Taft is majority owner KBKW Aberdeen, and minority owner KRKO Everett, all Washington, and Mr. Simpson is assistant manager KOL. Announced Feb. 4.

WMNF Richwood, W.Va.—Seeks transfer of license from **Royal Bcstg. Co.** to **W. Courtney Evans.** Consideration $40,000. Mr. Evans is former owner WICO Salisbury, Md. Announced Feb. 4.

KRAL Rawlings, Wyo.—Seeks assignment of control of Rawlings Bcstg. Co. from **Rawlins Newspapers Inc.** to **William C. Grove,** present 25% owner. Rawlins Newspapers Inc. presently owns 50%, and **Winfield Clark Grove** 25%. After transfer William Grove will own 70.5% and Winfield Grove will own 29.5%. Consideration $32,750. Announced Feb. 4.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of Dept. of Education of Puerto Rico for new tv station to operate on commercial ch. 3 in Mayaguez, P.R., and denied competing application of Sucesion Luis Pirallo-Castellanos; also dismissed as moot Dept.'s petition requesting that principals of Sucesion Luis Pirallo-Castellanos be directed to elect between their application in this proceeding and application by Abocoa Radio Corp. for ch. 12 in Arecibo-Aguidilla. Comr. Lee dissented. Announced Feb. 3.

By order, Commission made effective immediately Dec. 23, 1958 initial decision granting application of WSBC Bcstg. Co. for new class B fm station to operate on 93.1 mc in Chicago, Ill., and denying similar application of Electronic Music Co. which was in default for failure to appear and prosecute. Announced Feb. 3.

By order, Commission made effective Dec. 17, 1958 initial decision granting applications of Leavenworth Bcstg. Co. to increase power of am station KCLO Leavenworth, Kan., from 500 w to 5 kw, with DA continuing operation on 1410 kc D, Wichita Beacon Bcstg. Co. Inc., to increase daytime power of station KWBB Wichita, Kan., from 1 kw to 5 kw, continuing operation on 1410 kc with 1 kw N, DA-2, and Bowie-Nocona Bcstg. Co. for new station to operate on 1410 kc, 500 w D, DA, in Bowie, Tex. Announced Feb. 3.

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Westminster Bcstg. Co. to increase power of station WCME Brunswick, Me., from 500 w to 1 kw, continuing operation on 900 kc D. Announced Feb. 4.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of University Advertising Co. for new am station to operate on 1150 kc, 500 w DA, D. in Highland Park, Tex. Announced Jan. 30.

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Central West Virginia Service Corp. to change facilities of am station WHAW Weston, W.Va., from 1450 kc, 250 w unl., to 980 kc, 1 kw D. Announced Jan. 29.

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of WKOX Inc., for new class B fm station to operate on 105.7 mc in Framingham, Mass. Announced Jan. 29.

OTHER ACTIONS

Majority of Commission on Feb. 3 directed preparation of document looking toward maintaining its Dec. 10 stay of grants to Tomah-Mauston Bcstg. Co., for new am station (WTMB) on 1390 kc, 500 w D, in Tomah, Wis., and mod. of cp pending decision after hearing on protest by William C. Forrest (WRDB), Reedsburg, Wis. Announced Feb. 3.

By memorandum opinion and order in proceeding on competing applications for new tv stations to operate on ch. 8 in Moline, Ill. Commission (1) accepted certain supplemental pleadings by Community Telecasting Corp., Tele-Views News Co., and Iowa-Illinois Television Co.; (2) denied petition by Iowa-Illinois to enlarge issues to inquire into financial qualifications of Midland Bcstg. Co., and (3) granted motion and supplement by Community to extent of adding issue to determine financial qualification of Tele-Views, denied Community's motion in all other respects except those which have become moot or have been withdrawn and that portion requesting enlargement of issues to include legal qualifications of Iowa-Illinois which will be treated in subsequent document. Announced Feb. 3.

By memorandum opinion and order, Commission denied Nov. 12, 1958, petition by Henry B. Clay, resident of Shreveport, La., requesting rule-making to delete ch. 9 from Hot Springs, Ark., and assigned ch. 10 to Shreveport, La., by channel changes affecting El Dorado and Little Rock, Ark., as well as Hot Springs and Shreveport. Chairman Doerfer and Comr. Hyde dissented. Announced Jan. 29.

By order, Commission dismissed as moot petition by Mountain Bcstg. Co. for review of examiner ruling and opposition thereto filed by Radio Mid-Pom Inc., in proceeding involving their applications for new am stations in Middleport - Pomeroy, Ohio. Mountain State application has been dismissed at its request. Announced Feb. 3.

By order, Commission dismissed as moot July 8, 1958, petition by Storer Bcstg. Co., requesting that Seaboard Radio Bcstg. Corp. (WIBG-FM) and the William Penn Bcstg. Co. (WPEN-FM), Philadelphia, Pa., show cause why their frequencies should not be exchanged in order to eliminate alleged harmonic interference to visual signal of WVUE (TV) Wilmington, Del., of which petitioner was then licensee; station was deleted Dec. 22, 1958. Announced Feb. 3.

By order, Commission denied petition by West Bend Bcstg. Co. (WBKV West Bend, Wis.) to become applicant in consolidated proceeding involving three mutually exclusive applications (Russell G. Salter Inc. and Dixon Bcstg. Co. for new stations on 1460 kc, 1 kw D, at Dixon, Ill., and WRAC Inc., to move trans. site and increase ant. height and radiation of WRAC Racine, Wis., on 1460 kc, 500 w D), and dismissed as moot motion to change and enlarge issues; accepted for filing WBKV application to increase power from 500 w to 1 kw (1470 kc D). Announced Feb. 3.

By memorandum opinion and order, Commission (1) granted protest and petition for reconsideration filed by Harry Weinberg and 800 Corp. to extent of designating for hearing application for transfer of control of Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV and aux. Wailuku, Hawaii), from Consolidated Amusement Co. Ltd., to Hialand Development Corp., (2) permitted Dec. 3 grant of application to remain in effect pending decision after hearing, and (3) made protestants parties to proceeding. Announced Jan. 29.

By memorandum opinion and order, Commission denied petition by Forrest City Bcstg. Co. (am station KXJK), Forrest City, Ark., for rule making to shift ch. 8 from Jonesboro, Ark., to Forrest City. Announced Jan. 29.

Quad Cities Bcstg. Co., Brazil, Ind.—Designated for hearing application for new am station to operate on 1380 kc, 500 w D; made WTTS Bloomington, Ind., party to proceeding. Announced Feb. 3.

Granite City Bcstg. Co., Mount Airy, N.C.; WLSI Pikesville, Ky.—Designated for consolidated hearing application of Granite for new am station to operate on 900 kc, 250 w D, and WLSI to increase power from 1 kw to 5 kw, continuing operation on 900 kc D; made WJHL Johnson City, WKXV Knoxville, both Tennessee, WKYW Louisville and WTCW Whitesburg, both Kentucky, parties to proceeding. Announced Feb. 3.

Malrite Bcstg. Co., Tiffin, Ohio; Dale **Windnagel, Oak Harbor, Ohio**—Designated for consolidated hearing applications for new am stations to operate on 1600 kc DA, D—Malrite with 500 w and Windnagel with 1 kw. Announced Feb. 3.

Louis W. Skelly, Conneaut, Ohio; WMCK McKeesport, Pa.—Designated for consolidated hearing applications of Skelly for new am station to operate on 1360 kc, 500 w D, and WMCK to increase daytime power from 1 kw to 5 kw, continuing unlimited time operation on 1360 kc with 1 kw N, DA-N; made WCVI Connellsville, Pa., and WMOD Moundsville, W.Va., parties to proceeding. Announced Feb. 3.

New Madrid County Bcstg. Co., Portageville, Mo.; WHDM McKenzie, Tenn.—Designated for hearing applications of New Madrid for new am station to operate on 1050 kc, 250 w D, and WHDM to change facilities from 1440 kc, 500 w D to 1050 kc, 1 kw D, in consolidated proceeding with applications of Graves County Bcstg. Co. Inc. for new am station on 1050 kc, 250 w D, in Providence, Ky., and Muhlenburg Bcstg.

Continued on page 159

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager capable of handling sales for an especially active television-radio operation. Box 621H, BROADCASTING.

Established music and news independent in prosperous metropolitan Illinois city, not Chicago, seeks experienced, hard-working station manager looking for solid future. Must be strong on sales, able to come up with selling and promotion ideas, make best use of excellent program staff. Station operating profitably but can do better. Wire full details of background and experience to Box 667H, BROADCASTING.

Aggressive manager wanted for top Mississippi station. Must have good sales background. Write, wire, phone Ross Charles, WDDT, Greenville, Miss.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Salesman—Excellent opportunity for good producer. Strong independent, major Indiana market. $6000 plus. Box 449H, BROADCASTING.

Sales manager wanted 8 to 10 years or more well-rounded radio experience. Proven sales record and know-how in production spots. Illinois kilowatt. Liberal salary, over-ride, bonus, many fringe benefits. List experience in detail. Box 585H, BROADCASTING.

Commercial manager. Good salary plus commission for man able to produce results. Prefer man over 30. Enterprising station in southeastern Virginia. Reply Box 612H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Good salesman who can announce and operate board needed immediately. Salary and/or guarantee commensurate with ability. Send tape and full details to Don Mitchell, marked personal, Radio Station WLAQ, Box 228, Rome, Ga.

Solid radio salesman wanted to take over established account list. Highly successful 1 kw soon to go to 5 kw. Opening created by staff promotion. Full details to WMIX, Mt. Vernon, Illinois.

Salesmen—Needed for our Florida stations. We have immediate openings for responsible, reliable, experienced men, salary plus percentage. Send complete details to Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida.

Small-medium market managers-sales managers come to the city and sell for the south's most progressive negro radio group. Top salesmen make 8-10 thousand per year, advancing to managers making 12-15 per year. Opportunities unlimited, aggressive men 28 to 39. Send complete resume and photograph first letter. McLendon Ebony Radio, Suite 509 Lamar Life Building, Jackson, Mississippi.

Help Wanted—(Cont'd)

Sales

OK Group needs two salesmen. Opportunity for a proven and tested radio salesman to join the OK Group and get into the big money fast. We need salesmen in Mobile, Alabama and Baton Rouge, Louisiana, two of our fastest growing stations showing increased sales each month. You have a good story supported by the best information in negro radio, to sell with. Guaranteed basic pay, plus excellent percentage makes it possible to earn as much as $8,000 the first year, if you are a hard worker. Good opportunity for advancement to management position. Write giving full details. The OK Group, 505 Baronne St., New Orleans, La.

Announcers

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Experienced announcer for growing station near New York City. No rock 'n roll. Send tape, resume and photo to: Box 554H, BROADCASTING.

Versatile announcer-engineer wanted for Wisconsin station. Please send audition tapes and resume of experience to Box 597H, BROADCASTING. Airwork prime essential, engineering secondary.

Announcer-operator with first class ticket for evening shift Michigan 5 kilowatt independent. Cordial community, conveniently located. Box 640H, BROADCASTING.

Opportunity for married staff announcer. Send resume. Permanent. KFRO, Longview, Texas.

Topnotch evening dj with 1st phone. Newsman. Gather, write, present news. DJ's with personalities and ideas. Send tape, resume, availability, photo and salary. KMUS, Muskogee, Oklahoma.

Wanted at once—man with 1st ticket, emphasis on announcing. Write, wire or phone Bill Corrick, Manager, KVRH, Salida, Colorado.

Progressive northwest—Ohio 1 kw needs experienced, dependable staff announcer immediately. Good salary, other benefits. Smooth teamwork essential; want stable, responsible family man looking for permanency. Phone C.W. Grady, WIMA, Lima.

Wanted—Top notch all night man to take over immediately "Music to Dawn" show. Program presently sold out commercially. Announcer must know music, news, how to handle telephone interviews. Rush tape, photo, background to Bill Frosch, WISH, Indianapolis.

Help Wanted—(Cont'd)

Announcers

50,000 watts in Miami. South's biggest music and news independent has immediate opening for top-rated disc personality to program to Miami's largest adult audience. Must be thoroughly experienced in music and news operation with broad production background and a warm, friendly approach with top on the air selling ability. No top 40 screamers. Send tape, resume, and photo to Ned Powers, WINZ, Miami.

Good announcer who is also a good salesman needed immediately. Salary and/or guarantee commensurate with ability. Send tape and full details to Don Mitchell, marked personal, Radio Station WLAQ, Box 228, Rome, Ga.

Morning man wanted at WORL, Boston. Must be experienced. Send tape, resume and salary requirements to Bill Givens, WORL, 705 Beacon St., Boston, Mass.

WOC am-fm-tv, Davenport, Iowa, will accept qualified applications for anticipated radio-tv staff announcer position. Experience and board ability required. Address resume, picture, requirement and tape stressing dj work to program director.

Technical

Growing chain needs first class licensed engineer-announcer combination for Florida station. Announcing secondary. Must be able to handle chief engineer's job. Ideal climate and working conditions plus opportunities for advancement. Box 575H, BROADCASTING.

Need design engineers on high-power antennas, transmission lines, and transmitters for duration of important government high-frequency broadcast contract. Also control, audio and TWX systems engineers. Good salaries, excellent association, with future possibilities. Box 628H, BROADCASTING.

Experienced versatile announcer. First ticket. Ideal small market. Rush tape, resume, photo. Box 653H, BROADCASTING.

Need first class engineer, WMEK, Chase City, Va. 500 watt daytimer, new Gates equipment. Must do some mike work, will be premitted to sell on commission. Base salary 80 per week. Contact John L. Cole, WHLF, So. Boston, Va. 29988.

Wanted: First phone engineer. Experience preferred. Both announcing and engineering duties. Immediate opening. Send tape and resume to, WJIG, Box 1417, Tullahoma, Tennessee.

Production-Programming, Others

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money Rush snapshot, data. Box 362H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Progressive station in upper midwest needs top am and tv news man and tv traffic-copy. Stable, growing market. Excellent schools, housing, churches available. Company pension and hospitalization plans. Excellent opportunity for advancement. Send complete details and photo immediately. Box 396H, BROADCASTING.

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff at number one McLendon station. Must be able to broadcast news as well as gather. Replaces man elevated to news director at one of sister stations. Send tapes and resume to Dave Muhlstein, KLIF, Dallas.

RADIO

Situations Wanted—Management

Looking for a diversified manager who can carry the ball in your small to medium market? Young, married, family. Proven advertising sales record, first phone. Prefer New England or Rocky Mountain area. Box 617H, BROADCASTING.

Experienced, successful, energetic general manager now managing a property in one of the top 20 markets available April 1st. I like a challenge and prefer a station that needs ratings and modern radio talents. Write Box 627H, BROADCASTING.

Brainsmoke plus worksweat equals creative result radio for station needing manager. Box 633H, BROADCASTING.

Experienced 32 year old radio-television salesman earning $13,000 wants position with opportunity to buy in station. Records available. Box 665H, BROADCASTING.

Sales

Born salesman. Prefer deal including air work. Write copy. Operate board. Box 548H, BROADCASTING.

Experienced salesman with first ticket available immediately. L. H. Estes, Marble Hill, Missouri.

8 years experience top indie, medium market. Familiar all phases station operation. Seeking eventual management, small to medium market. Moderate climate. References. Box 635H, BROADCASTING.

Experienced nine years in radio time sales, also all phases including management with first phone. Seek opportunity for advancement and chance to make money. Box 658H, BROADCASTING.

Experienced radio time salesman. 1st phone. New car, 6 years broadcast experience. Age 32. Married. Write or call Hez Estes, Marble Hill, Mo. Phone 8-2930.

Radio broadcasting specialist will represent your station in N.Y. city, one hour per week. My fee is $15 per hour. Box 671H, BROADCASTING.

Announcers

Announcers with talent, youth, and ambition. Go together or separate. Will travel. College grads with experience in all phases. Box 434H, BROADCASTING.

Here's your man! Announcer, program director, production manager and continuity. 9 years experience. Desire progressive adult programming station. Available now. Will travel. Box 447H, BROADCASTING.

Negro deejay. Smooth patter. Efficient, production, controls. Audition tape. References. Box 542H, BROADCASTING.

Negro announcer/dj. Capable; sales, music, controls. Good background. References. Box 543H, BROADCASTING.

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 544H, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative. Reliable. Box 545H, BROADCASTING.

Announcer, mature. Sales minded. Good related background. Operate board. Cooperative. Box 546H, BROADCASTING.

Girl-dj announcer. Operate board. Capable, sales, writing, production. Eager, steady. No bad habits. Box 547H, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 549H, BROADCASTING.

News-sports director desires change. Tapes and excellent references available. Box 563H, BROADCASTING.

Deep resonant voiced announcer prefer news, commercial, dj. Working knowledge of business. Married recently. Available immediately. Box 608H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer — program director — 5½ years experience, 2 years as assistant manager. Best references. News, play-by-play sports, dj, staff-work. First phone. Box 616H, BROADCASTING.

Personality - dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 618H, BROADCASTING.

Country music stations—Attention: Here is a man you can use. His is a money making country deejay, program director, 29, sober, reliable, knows radio production, promotion, programming. Honest, energetic, creative. Desires to relocate. Box 619H, BROADCASTING.

Attention: California, Florida, and Texas. If your morning show has morning sickness, here is the doctor. Man of many voices has the medicine, will travel. Box 622H, BROADCASTING.

Experienced announcer with first phone, family man, available March first. Would like chance to do some engineering. Box 626H, BROADCASTING.

Stop! If you are building a permanent staff, please phone Randy Scott, OX-3-3893. 2606 Woodville Rd., Toledo 5, Ohio.

Easy, relaxed dj delivery. No screaming! News, experienced. Medium market. Box 632H, BROADCASTING.

First phone-announcer. Good voice. Presently employed. Prefer Minneapolis-St. Paul area. Family man. Experienced. Box 642H, BROADCASTING.

Look! Only one year in radio; but A-1 dj any type of music. No tape. Request personal interview. Will travel. 2606 Woodville Rd., Todelo 5, Ohio. Phone Randy Scott, OX-3-3893.

Announcer—married, good persontlity, experienced all phases radio, operate own board, cooperative, versatile, industrious, service completed. Box 651H, BROADCASTING.

Young, married, veteran, with one year experience, desires to locate in western Tennessee or eastern Arkansas. Am presently employed as c&w jockey as well as pop show. Box 652H, BROADCASTING.

Listen! Pleasing voice + helping hand = permanent dj. Randy Scott. Phone OX-3-3893. 2606 Woodville Rd., Toledo 5, Ohio.

Available immediately, Louisiana man announcer, program director, sell if necessary. Southern states only, experienced in small station operation, married, 32. Box 654H, BROADCASTING.

Announcer/copywriter. Long on ability. Short on experience. Trial period ok. Box 656H, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 657H, BROADCASTING.

Help! Randy Scott, OX-3-3893.

Experienced all phases especially play-by-play, versatile, 3rd ticket, run board, tape, photo available, employed. Box 666H, BROADCASTING.

Adult dj, jazz, mood, sensible pops. Smooth style. Production minded, quality conscious, refined sense of humor. Authoritative news, commercials. Good voice, excellent diction. 2½ years midwest radio with tv, former navy musician. Box 668H, BROADCASTING.

Young, experienced newsman has apptitude for commentary as well as straight newscasting. Desires position in "combo" operation. Willing to start a department. Free to travel. Available immediately. Box 672H, BROADCASTING.

Announcer with nothing but talent, but more important, we also give green stamps. Box 673H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj experienced, single, run own board and news, mc'd shows, ambitious. Box 675H, BROADCASTING.

A-1 radio-tv. Ten years experience, including successful management. Good air man. Currently employed at 477 per month. Prefer all phases work. Two dependents. Located 8 years. Prefer Arizona, California. 3547 West Encanto, Phoenix, Arizona.

Announcer-first phone. Single, veteran, will travel! Competent combo man. Lane Morgan, 5927 Sunset Blvd., Hollywood, Calif. HO 9-1938.

Technical

First phone license, twelve years experience in radio broadcast station. Box 620H, BROADCASTING.

First phone, 2 years radio and tv schooling, 3 years experience. Fair announcer. Tape and disc recording. Directional and remote operation. Would be interested in tv transmitter. Box 638H, BROADCASTING.

Engineer, twelve years experience on am, five on fm, desires to relocate. Prefer south Atlantic or gulf states. Can announce. Box 646H, BROADCASTING.

First phone, experienced all phases including sales management. Available soon. Box 659H, BROADCASTING.

Engineer-announcer. Thirteen years engineering all phases including remote control. Announce popular, country, news. Stable permanent position, southeast. Consider all. Available immediately. Donald Brienen, 514½ P.K. Avenue, Auburndale, Florida.

Experienced salesman with first ticket available immediately. L. H. Estes, Marble Hill, Missouri.

Experienced chief-combo excellent friendly voice and style, news and dj. Peter Grimes, Phone 973, McCaysville, Ga.

Engineer first class, limited announcing experience, young, ambitious, desires immediate job. Odie Perry, Jr., Route 3, Zebulon, N.C. Call AN 9-4729 after 6 P.M.

Production-Programming, Others

News director—16 years experience, available for large market operation. Box 446H, BROADCASTING.

Presently employed tele-versatile programming, production executive with ten years experience medium, metropolitan markets desires position that offers "shirt-sleeve" approach to job. Not interested in employers seeking "desk - jockey" executive. Well-rounded background includes on-camera assignments and "grass-roots" selling. Present salary not as important as future possibilities. Young, 38, family man of settled habits. Willing to relocate. Box 610H, BROADCASTING.

Professional man with brains and dj talent. "God sent" if you're in need—dont procrastinate, act now—metro's only. Box 613H, BROADCASTING.

Newsman—Five years radio-tv experience, 50 kw, married, vet. Little cog in big newsroom wants more responsibility, advancement. Box 630H, BROADCASTING.

Operational problems? Successful experience: Production manager, sales service-continuity, supervision traffic and film. Thirty, degree, and family. Willing to work, and anxious to get back into the broadcast business. Prefer southwest or south. Check my references, personal interview. 37. Write now to Box 647H, BROADCASTING.

Help!! Yourself to six years radio. Program director, good dj copywriter. First ticket. California only. 14322 Riverside Drive, Sherman Oaks, California.

Leading farm director, qualified, experienced, sales minded, steady, victim of metropolitanism, highest references; John Merrified, 10495 Nadine, Huntington Woods, Michigan.

TELEVISION

Help Wanted—Sales

Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to John Kelly, Local Sales Manager, KCRA-TV, Sacramento, California.

Production-Programming, Others

Network vhf with radio affiliate in highly competitive market is seeking a well-qualified and experienced man to serve as news director, do on-camera newscast. We are seeking mature, stable man who will do outstanding news and public relations job, add stature to station and news department. Man selected will direct activities of other newsmen and photographers in well-staffed, well-equipped newsroom. Excellent salary for man who fills bill. Please submit complete information and background, experience, education and references in first letter. Also send photo and film or kine. Please do not apply unless you meet the qualifications. No beginners for this one, please. Write Box 570H, BROADCASTING.

Prominent midwest tv station has opening for experienced tv newsman with some announcing. Forward complete resume with picture, salary requirements, and audition film or tape to Box 669H, BROADCASTING.

Prominent tv station in major midwest market accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples and complete resume with picture and salary requirements to Box 670H, BROADCASTING.

Wanted: Television copywriters. Experienced, position open immediately. Excellent opportunity with top operation. Mail complete details, samples, references and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Promotion-publicity girl for New England radio-tv operation. Must be fast, accurate typist with creative writing bent. Send resume, minimum salary requirement to Charles S. Lewis, WCAX-TV Burlington, Vt.

Excellent opportunity for experienced tv newsman ready to settle down. Leading northern New England markets. Must be able to rewrite, edit and script film with good on-air presentation. Contact Larry Geraghty, WCSH-TV, Portland, Maine.

TELEVISION

Situations Wanted—Management

Management, operations difficulties? Experienced woman, tv-radio. Established record of increased sales and improved station coordinating. Agency-network contacts and experience. Confidential. Box 623H, BROADCASTING.

Experienced 32 year old radio-television salesman earning $13,000 wants position with opportunity to buy in station. Records available. Box 665H, BROADCASTING.

Sales

Dependable, creative salesman. Excellent television background. Top references. Write, Box 571H, BROADCASTING.

Experienced young tv salesmanager-salesman looking for position with financial incentive, and advancement opportunity based on ability. Box 663H, BROADCASTING.

Successfully selling radio time—if you're major market, radio or television, and interested in steady sales production, write Box 636H, BROADCASTING.

Can offer solid tv production and non-broadcast sales experience plus energetic, aggressive working habits. Graduate, married, responsible and ready to learn. Want to sales opportunity. 24. Write to Box 648H, BROADCASTING.

Announcers

Situations Wanted—(Cont'd)

Young, ambitious, family man. Has: FCC license, 2 years radio announcing, television degree, radio employment. Wants: start in television with possible promotion. Box 456H, BROADCASTING.

Staff announcer, 24, veteran, 10 years radio and television. Desire work in larger market. Prefer midwest or east. Box 614H, BROADCASTING.

TV announcer; experienced, live, film commercials. Ready for top market. Box 655H, BROADCASTING.

Technical

Wisconsin: Transmitter and control room operator, 1st phone. Presently employed vhf. Minimum $85. Box 615H, BROADCASTING.

Chief engineer. Nine years experience in television planning, construction and operation. Past five years assistant chief. Excellent references. Box 625H, BROADCASTING.

10 years experience, tv and am chief, RCA broadcast service field representative vhf-uhf-am-fm maintenance and installation. Family man, desires security. Northeast preferred. Box 664H, BROADCASTING.

Production-Programming, Others

Production. Producer-director, public relations, promotion, performer. 7 years all facets of telecast. Proven top organizer, creative, flexible. Finest references, married, veteran, resume. Box 436H, BROADCASTING.

Producer - director — creative, capable, B.S. Degree, three years experience radio, tv writing, production, including comedy, variety, musicals, news, sport remotes, public affairs, kids' shows. Presently employed three-station market. Must relocate due to station cutback. 25, single, excellent references. Box 457H, BROADCASTING.

Sales promotion manager with ability you may be able to use at a profit. Four years of seasoned, resultful experience in advertising and sales promotion for top stations in major markets. Self starter, capable of taking complete charge of on-air promotion, sales presentations, merchandising, research, trade, direct mail, newspaper advertising and publicity. Agency background. Fast, facile writer whose specialty is turning out sales ammunition from one page bulletins to full blown major presentations. Best references. 30, single, can relocate anywhere. Box 637H, BROADCASTING.

Television program manager and film buyer. 10 years television experience major network stations. Presently working, desires new challenge. Box 643H, BROADCASTING.

My film and live tv know-how is worth 10,000 to start executive level. Resume will prove worth. Box 644H, BROADCASTING.

Promotion, production, program director. 10 years in business. 8 years program director. Varied experience from the ground up. 2 years tv experience, announcer. Some sales and continuity. Family man desires to settle permanently. Box 645H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Calling New England: Experienced vhf production man 23, desires position with studio production department, tv-radio sales. "Desperately" wants a future in New England television. Please, write Box 662H, BROADCASTING.

Continuity director, news, copy film and production experience. University degree, will travel. Box 674H, BROADCASTING.

Program assistant, sports, five years major network. Right arm to producer. Box 676H, BROADCASTING.

FOR SALE

Equipment

Four Western Electric 9-A heads. Will sell for $75.00. Box 553H, BROADCASTING.

4 used guide towers for sale. Height 200 ft. Towers are ready for immediate shipment. 3 solid stock towers approximately 18 inches cross face. (Truscon Steel Co.) 1 made by Stainless, Inc. All towers are in very good condition. Box 631H, BROADCASTING.

1-G.E. 1 kw fm broadcast transmitter type 4BT1A1, 250 exciter type 4BF1A1, 1 kw amplifier. Good condition. $2500.00. Contact Chief Engineer, KSJO, San Jose, California.

1—3 kw G.E. fm transmitter, complete, $6,500. 2—10 kw G.E. fm amplifiers—no power supply. $2,000 each. Magnecorders—8 hr. tape players, $350 each. 1—Collins 4 Bay antenna with deicers—low band $1,250. 250 watt—W.E. am transmitters $450 each. Contact WCLM, 333 North Michigan Ave., Chicago. State 2-4872.

(1) Type 70-C RCA transcription turntable—33⅓ and 78 rpm with vertical and lateral arms. (1) Type 70-C1 RCA transcription turntable cabinet with type BQ-2A three speed transcription turntable. (1) Type PT6-J Magnecord recording amplifier with portable carrying case. (2) Type PT6-AH Magnecord recorders with portable carrying case. (1) Type PT6-HT Magnecord switching panel. Recorders will need some minor repair. Best offer plus transport cost. Call WMGA, Moultrie, Georgia. YUkon 5-5770.

One radio console. Perfect condition. Also one link mobile unit, type 1903, receiver, xmitter, accessories. Priced to sell. Call WMNE Radio, Menomonee, Wisconsin.

Gates model 51 studioette. 30-ohm input microphones (6-mike capacity). Duel 250-ohm input turntables, 500-ohm output line. Good condition. $350. Freight included USA. WWKY, Winchester, Kentucky.

Two Comax record players for background music and public address. Beechner's Supermarkets, Lincoln, Nebraska.

Two Ampex 350 series record/playback electronic assemblies with power supplies. Both $750 or $400 each. Kinevox four channel mike mixer for perfect remotes or studio work, very high quality throughout. $400. Russell Cowles, 809 Adams Place SE, Albuquerque, N.M.

Ampex 351-2P tape recorder, RCA BC-5B consolette, Altec speakers, turntables, grand piano on studio dolly, oscillator. Grant, 2336 N. Commonwealth, Chicago.

DO YOU HAVE . . . .

The background and experience to qualify in handling negotiations for the purchase and sale of radio-television stations and newspapers? Lucrative position available in the midwest for BROKER. Send detailed information including home telephone number to:

Box 660H, BROADCASTING.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Public relations showman, will consider for immediate purchase, station priced between thirty and sixty thousand. Location open. Prefer growing modern area. Reasonable down-payment and terms desired. Send billing, expenses, market data and potential. Will treat information with confidence. Box 650H, BROADCASTING.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

2 kw RCA tv lowband transmitter preferably TT-2AL. Box 486H, BROADCASTING.

Wanted — Used field Zoomar. State price, condition, etc. Box 569H, BROADCASTING.

Everything from mikes to 5 kw transmitter. Remote control system, console, Magnecorders, 3 speed turntables, frequency - mod. monitors, limiter, etc. State price and condition. Box 611H, BROADCASTING.

Wanted: FM transmitters and monitors in good or repairable condition. Box 641H, BROADCASTING.

Tower—Need used tower immediately, all types, heights considered. Make best offer for quick deal. Box 649H, BROADCASTING.

Wanted—Camera chains (color or mono), transmitters, STL and other tv transmitting and terminal equipment. Also want am and fm equipment. Technical Systems Corp., 12-01 43rd Avenue, L.I.C. 1, N.Y.

Complete sound effects and jungle library. WMSR, Manchester, Tennessee.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. P.O. Box 906, Denver 1, Colorado. Alpine 2-7539.

TELEVISION

Help Wanted—Sales

SALES PROMOTION

Leading tv outlet (network) in major eastern market seeking promotion man specializing in sales presentation, research, merchandising.

Only applicants with experience and proven record in this area will be considered.

Box 661H, BROADCASTING.

FOR SALE

Equipment

NEW: High Precision Low Cost

VIDEO TEST TERMINATION

75 ohms—1%, ½ watt
PL 259 Connector
1-49 $3.00 ea. 50-up $2.75 ea.

HOLLAND ELECTRONICS, INC.
772 E. 53 St., Brooklyn, N. Y.

WANTED TO BUY

Stations

AVAILABLE CLIENTS WHO ARE INTERESTED IN PURCHASING ACTIVE RADIO STATIONS PREFERABLY IN THE SOUTHEASTERN STATES.

Wire—Phone—Write
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Georgia
JAckson 5-4841

EMPLOYMENT SERVICE

A Specialized Service For

Managers	Commercial Managers
Chief Engineers	Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

1736 Wisconsin Ave., N. W.
Washington 7, D. C.

Top placements in the dynamic new southeast in top jobs.
for
RADIO — TV — ADVERTISING
Announcers — DJ's — Copywriters
Engineers — Salesmen — TV Production
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JAckson 5-4841

PERSONNEL SERVICE

Looking for . . .
QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
WIsconsin 7-6322 (Phone for appointments)
(Enclose return postage with tapes)

BUSINESS OPPORTUNITY

PUT OUR TAPE MACHINE TO WORK FOR YOU!

We've recorded the leading Radio Stations in all major markets (Storz-Bartell-McClendon-Storer-Waters-Plough, etc.) These tapes cover complete broadcasting days and give you the **SOUND** (news intros, production commercials & promos, contests, DJ styles, music, gimmicks) as employed to make them **NO. 1** in their market. **PLUS:** An analysis of the stations and market outlining an explanation of **WHY** they are No. 1 **PLUS: EXCLUSIVE CONTRACT ASSIGNMENTS TO MONITOR ANY MARKET ANYWHERE. Write, wire Box 639H, BROADCASTING.**

STATIONS FOR SALE

1000 WATT DAYTIMER

Radio station in Pacific northwest market. Offers excellent market potential for ambitious operator. Is currently doing good business. Located in a sportsman's paradise. Bad health makes it impossible for operator to work market like it should be. $90,000.00 with 29% down. Replies to Box 634H, BROADCASTING

Texas	Single	1kw-D	$30M	terms
Fla.	Single	250w-F	55M	terms
Ala.	2 sta.	250w-F	50M	terms
Calif.	Single	500w-D	100M	terms
N.E.	Single	250w-F	150M	terms
Ga.	Single	1kw-D	37M	terms
S.E.	Monop.	A.M. & N.P.	150M	terms
Ky.	Single	500kw-D	70M	terms
Pa.	Sm-med.	1kw-D	100M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
South	Large	5kw-D	250M	cash
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Maj. sub	250w-D	225M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	325M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

ATLANTA 1182 W. PEACHTREE
CHICAGO 205 W. WACKER
NEW YORK 1270 AVE. OF AMERICAS
SANTA BARBARA 33 W. MICHELTORENA

Southern Metropolitan Market on Gulf Coast. 24-hour regional. Price $175,000. $55,000 down—balance over reasonable time. Seller wants immediate action. Contact Hamilton-Stubblefield-Twining & Associates, Inc., Dallas, 1511 Bryan Street, Riverside 8-1175 or Washington, 1737 DeSales Street, N. W., Executive 3-3456.

Patt McDonald, Box 9322, Austin, Texas, GL. 3-8080 offers: Southern metropolitan fulltimer $250,000 29%. Southern metropolitan regional $225,000 $50,000 down. Texas secondary fulltimer $59,500 29%. Oklahoma daytimer $60,000 29%. Texas regional daytimer $40,000. Texas regional daytimer $45,000. Oklahoma regional daytimer $100,000 25%. Texas single fulltimer $60,000.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

WRITE NOW!

For our free bulletin of outstanding radio and tv buys throughout the United States.

Jack L. Stoll & Associates
6381 Hollywood Blvd.
Los Angeles, Calif.

SOUTHERN MIDDLEWEST STATION

Can be money-maker. Total price $200,000. $75,000 cash handles. Liberal terms on balance. Fulltime independent. Contact Hamilton-Stubblefield-Twining & Associates, Inc., Chicago, Tribune Tower, Delaware 7-2754.

Co. to change frequency of WNES Central City, Ky., from 1600 kc to 1050 kc, continuing operation with 500 w D; new order supersedes Oct. 8, 1958 hearing order with respect to issues only. Announced Feb. 3.

Routine Roundup

Commission invites comments by March 10 to proposed rule making to amend the tv table of assignments by deleting ch. 61 from Moses Lake, Wash., and substituting ch. 33 there, deleting ch. 67 from Wenatchee, Wash., and adding ch. 27 instead, and deleting ch. 33 from Kellogg, Idaho, and replacing it with ch. 36. Video Utility Co. petitioned for changes in order to provide three channel translator service to various communities in central Washington that are presently operating unlicensed vhf boosters, and still maintain mileage separations required by Commission's rules.

Commission invites comments by March 10 to proposed rule making to amend tv table of assignments in Hawaii by substituting ch. 7 for ch. 8 at Wailuku, deleting ch. *7 from Honolulu and redesignating ch. 11 (now commercial) for educational use in that city, and deleting ch. 7 from Hilo. Amendment would leave four instead of five commercial assignments each in Honolulu and in Hilo. Hawaiian Bcstg. System Ltd. (KGMB-TV ch. 9, Honolulu; KMAU-TV ch. 3, Wailuku, and KHBC-TV ch. 9, Hilo) petitioned for changes for technical reasons.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Jan. 30

WNBF-TV Binghamton, N.Y.—Granted license covering installation of aux. trans. at main trans. site.

WBZ-TV Boston, Mass.—Granted licenses covering change in tv station (main trans. and ant.) and installation aux. trans. at main trans. site.

Dunbar Bcstg. Inc., Colorado Springs, Colo.—Granted mod. of license to change name to KVOR Inc.

WFSC-FM Franklin, N.C. — Granted request to cancel license; call letters deleted.

WCHA-FM Chambersburg, Pa.—Granted extension of completion date to April 4.

Actions of Jan. 29

KFRE-AM-TV, KRFM Fresno, Calif.—Granted assignment of licenses to Triangle Publications Inc. (radio and tv division).

WCBG Chambersburg, Pa.—Granted assignment of license to Reese Bcstg. Corp.

KEVA Shamrock, Tex.—Granted involuntary assignment of license to Albert Cooper and Merita Bumpers.

WTVD Durham, N.C.—Granted license for tv station; ant. 1490 ft.

WFOM Marietta, Ga.—Granted cp to install new trans.

WLEC Sandusky, Ohio—Granted cp to side-mount fm ant. on am tower and make changes in ant. system.

KISW (FM) Seattle, Wash.—Granted cp to change ERP to 10.5 kw and install new trans.

WSTP-FM Salisbury, N.C.—Granted cp to change ERP to 15 kw and change type trans.

KTWR (FM) Tacoma, Wash.—Granted cp to install new trans.

KMAM, KMFM (FM) Tularosa, N.M.—Granted cps to make changes in ant. systems; condition; ant. 65 ft. for KMFM (FM).

WBRL (FM) Baton Rouge, La.—Granted cp to change ERP to 2.45 kw, ant. height to 730 ft.; trans. location and install new ant. and new trans.

KJPO (FM) Fresno, Calif.—Granted mod. of cp to change frequency to 94.5 mc.

KFMH (FM) Colorado Springs, Colo.—Granted mod. of cp to change ERP to 5 kw, ant. height to 1,540 ft., and type ant.

KUFM (FM) El Cajon, Calif.—Granted mod. of cp to change studio location and remote control point and type trans.; remote control permitted.

WLBG Laurens, S.C.—Granted mod. of cp to change type trans.

KCOG Centerville, Iowa—Granted authority to sign-on at 6 a.m. and sign-off at 7 p.m. pending filing and acceptance of application for specified hours, for three months ending April 30.

WLYC Williamsport, Pa.—Granted authority to sign-off at 7 p.m. EST, during months May, June, July and August, except for special events.

Following stations were granted extensions of completion dates as shown: KDPS-TV Des Moines, Iowa, to 8-12; WEAR-TV Pensacola, Fla., to 6-21; WNBC New Britain, Conn., to 8-12; WGTE-TV Toledo, Ohio, to 4-27; KALF Alliance, Neb., to 8-18; WDUL-TV Duluth, Minn., to 7-14; KEYC-TV Mankato, Minn., to 8-11; WTAF (FM) Birmingham, Ala., to 3-30; KASK-FM Ontario, Calif., to 3-1; KJPO (FM) Fresno, Calif., to 6-12; KPUP (FM) San Francisco, Calif., to 4-5; WAYL (FM) Silver Spring, Md., to 6-1; KBBI (FM) Los Angeles, Calif., to 3-20; WSEN Baldwinsville, N.Y., to 4-4, and WTUP Tupelo, Miss., to 4-20.

The Office of the Secretary of the FCC was moved last week from Room 6149 to Room 7509 (7th floor, facing Pennsylvania Avenue) in the New Post Office Building.

Actions of Jan. 28

KEAR (FM) San Francisco, Calif.—Granted license covering increase of ERP, ant. height, change location and installation of new type trans.; remote control permitted.

KOKA Shreveport, La.—Granted cp to install new trans.

WPGC-FM Oakland, Md.—Granted extension of completion date to Feb. 28.

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m. for period ending April 30 pending application for specified hours.

WGFS Covington, Ga.—Granted authority to sign-off at 6 p.m. for period ending Sept. 30 except for special events.

Actions of Jan. 27

WGL Fort Wayne, Ind.—Granted mod. of license to operate trans. by remote control, using DA (DA-2); conditions.

KWAD Wadena, Minn.—Granted mod. of license to operate trans. by remote control, using DA-N; conditions.

WTYN Tyron, N.C.—Granted authority to sign-off at 6 p.m. EST during months of March through Sept., except for special events.

Actions of Jan. 26

KPIC Roseburg, Ore.—Granted acquisition of negative control by Southern Oregon Bcstg. Co. through purchase of stock from Oregon Bcstg. Co.

WHRB-FM Cambridge, Mass.—Granted cp to increase ERP to 800 w, ant. 42 ft., change frequency to 95.3 mc and type ant.; waived Sec. 3.261 of rules to permit station to cease operations during Christmas vacation period and during summer vacation period of Harvard U.

WBBI Abingdon, Va.—Granted authority to change hours of operation to sign-on at 6 a.m. and sign-off at 7 p.m.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled for hearing following proceedings on dates shown: March 3—am-tv protest, application for transfer of control of Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, Hawaii) from Consolidated Amusement Co. Ltd., to Hialand Development Corp; March 30—application for assignment of license of Mansfield Bcstg. Co. (WCLW) Mansfield, Ohio, to Mansfield Journal Co.; am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky. Actions Jan. 30.

Set aside Jan. 27 action by Chief Hearing Examiner to extent that it dismissed with prejudice application of J. J. Flanigan for am facilities in Fontana, Calif., and ordered that executrix of his estate, Mrs. Mildred Flanigan, in event she proposes to pursue said application, shall, on or before Feb. 11, file with Commission such pleadings as may be necessary in this behalf, including appearance provided for in Sec. 1.140 (c) of rules, and mail copies of pleadings to all parties to proceeding. Action Feb. 2.

Granted motion by Donald W. Huff for extension of time from Feb. 2 to Feb. 9 to file responses to Broadcast Bureau's petition to enlarge issues in proceeding on his application and that of Equitable Publishing Co., for am facilities in Lansdale, Pa. Action Feb. 2.

By Hearing Examiner Jay A. Kyle on Feb. 2

On own motion, scheduled hearing for Feb. 6 at 9 a.m., on application of Commercial Radio Institute Inc., for fm facilities in Baltimore, Md.

By Hearing Examiner H. Gifford Irion on Feb. 2

Continued prehearing conference from Feb. 3 to Feb. 5 in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan, and Jose R. Madrazo, Guynabo, both Puerto Rico.

By Hearing Examiner Forest L. McClenning on Feb. 2

Advanced hearing from Feb. 12 to March 10 in proceeding on applications of John H. Phipps and Georgia State Board of Education for new tv stations to operate on ch. 8 in Waycross, Ga.

By Hearing Examiner Jay A. Kyle on Jan. 29

Granted petition and supplement to petition by Baltimore Bcstg. Corp., for leave to amend its application to specify frequency 106.5 mc in lieu of 93.1 mc and application as amended is removed from hearing and returned to processing line; retained in hearing status application of Commercial Radio Institute Inc., both applications for fm facilities in Baltimore, Md.

By Hearing Examiner Elizabeth C. Smith on dates shown

Granted requested corrections to record transcript on am application of Bay Area Electronic Associates, Santa Rosa, Calif., by Broadcast Bureau and respondents Joseph Gamble Stations Inc. and Santa Clara Broadcasting Co. Action Jan. 28.

Continued hearing from Feb. 9 to March 30 in proceeding on am application of Southern General Broadcasting Co. (WTRO), Dyersburg, Tenn. Action Jan. 30.

By Hearing Examiner H. Gifford Irion on Jan. 30

Granted joint motion by Frank James and San Mateo Broadcasting Co., for continuance of hearing from Feb. 10 to Feb. 27 in proceeding on their applications for fm facilities in Redwood City and San Mateo, both California.

Granted motion by Norman O. Protsman for leave to amend his application for am facilities in Valdosta, Ga., so as to correct minor discrepancy in specification of coordinates for proposed trans. site as set forth in his application.

By Hearing Examiner Thomas H. Donahue on Jan. 30

Granted motion by TCA Broadcasting Corp., College Park, Md., for extension of time from Jan. 29 to Feb. 2 to file replies to proposed findings in proceeding on its am application, et al.

By Chief Hearing Examiner James D. Cunningham on Jan. 30

Granted request by Oklahoma Television Corp., for corrections to transcript of oral argument on petition to dismiss its application for new tv station to operate on ch. 12 in New Orleans, La.

By Hearing Examiner J. D. Bond on Jan. 30

Granted joint petition by Capitol Bcstg. Co., East Lansing; W. A. Pomeroy, Tawas City-East Tawas, both Michigan, applicants in am proceeding, and respondent WGN Inc., for extension of time from Feb. 2 to Feb. 16 to file proposed findings of fact and conclusions of law and for reply pleadings from Feb. 16 to March 2.

By Hearing Examiner Charles J. Frederick on Jan. 30

On request of Kenneth G. Prather and Misha S. Prather, Boulder, Colo., further hearing scheduled for Feb. 2 on their am application rescheduled for 9 a.m., Feb. 11.

By Hearing Examiner Millard F. French on Jan. 30

Granted petition by Western Bcstg. Corp. of Puerto Rico, for leave to amend its application for new tv station to operate on ch. 12 in Aguadilla, P.R. Two remaining applicants in this proceeding desire to merge their interests and purpose of amendment is to achieve that objective.

By Hearing Examiner Annie Neal Huntting on Jan. 29

Scheduled prehearing conference for March 4 on applications of Telemusic Co. and Southwest Bcstg. Co., for fm facilities in San Bernardino and Redlands, both California.

PETITIONS FOR RULE MAKING FILED

Independent Television Inc. (WITI-TV), Milwaukee, Wis. (1-27-59)—Requests amendment of rules to provide for assignment of ch. 6 to Milwaukee rather than to Whitefish Bay, Wis.

License Renewals

Following stations were granted renewal of license: KAYL-AM-FM Storm Lake, Iowa; KBOE Oskaloosa, Iowa; KBUR Burlington, Iowa; KCHR Charleston, Mo.; KLPW Union, Mo.; KLRS Mountain Grove, Mo.; KNIM Maryville, Mo.; KROS Clinton, Iowa; KSWI Council Bluffs, Iowa; KTTS Springfield, Mo.; KWLC Decorah, Iowa; KWTO Springfield, Mo.; KXGI Fort Madison, Iowa; WDAF-AM-TV Kansas City, Mo.; WMBH-AM-FM Joplin, Mo.; WOI-AM-TV Ames, Iowa; KTVO (TV) Kirksville, Mo.; KWWL-TV Waterloo, Iowa; KSO Des Moines, Iowa; KDSN Denison, Iowa; KSD-AM-TV St. Louis, Mo.; WEW St. Louis, Mo.; KFPW Fort Smith, Ark.

brotherhood

begins in your own heart! *The National Conference of Christians and Jews is sponsoring* BROTHERHOOD WEEK *Feb. 15-22 to emphasize the need for universal cooperation and a spirit of unrestricted fellowship in a time when peace and freedom are being seriously threatened by the forces of fear, hatred, suspicion and distrust.*

believe it!

It's the first principle of salesmanship that nobody can sell anything to someone else unless he is first sold on it himself, and shows it.

live it!

Similarly, an ideal is only as inspiring as the character of the man who avows it.

support it!

A conviction is only as convincing as the actions of the man who supports it. It is not enough merely to believe in or give lip service to Brotherhood. We must spread the word by practicing it ourselves . . . by example, inspire others to make "liberty and justice for all" a vital, unifying force.

BROTHERHOOD WEEK

february 15-22

The communications industry is proud to support BROTHERHOOD WEEK. *Television and Radio kits have been prepared to help you train your air guns on prejudice. They are available from the Mass Communications Committee of the National Conference of Christians and Jews, 43 West 57th Street, New York 19, N. Y. For additional material and assistance, consult the Regional* NCCJ *Office in your area.*

TV KIT: Cover envelope and cover letter by Oliver Treyz, President of American Broadcasting Company and TV Committee Chairman for BROTHERHOOD WEEK.

Report sheet of actual programming material by Stations.

Complete list of Regional Offices of NATIONAL CONFERENCE OF CHRISTIANS & JEWS.

Spot Announcements of 8-second, 20-second, and 60-second lengths.

Sports Announcer copy.

Integration Copy.

Programming Suggestions.

NCCJ Fact Sheet.

Slides.

20-second film spots by celebrities.

RADIO KIT: Cover envelope and cover letter by Matthew Culligan, Exec. V.P. National Broadcasting Company, Radio Committee Chairman for BROTHERHOOD WEEK.

Report Sheet of material and Station Promotion.

NCCJ Fact Sheet.

Spot Announcements of 10-second, 20-second, 30-second and 60-second lengths.

Special promotions for year-round use, for special holidays and programming suggestions.

Transcription, by eight personalities plus one BROTHERHOOD jingle, full-length song, "Feel Good, Live Brotherhood," recorded by Bob Carrol and Skitch Henderson's Orchestra.

OUR RESPECTS TO . . .

Robert Leigh Redd

Mr. Redd: West Coast radio-tv pioneer

Visit the Wilshire Blvd., Los Angeles, office of Robert L. Redd, vice president of Erwin Wasey, Ruthrauff & Ryan, and director of the agency's West Coast radio and television activities. Ask him for the proudest achievement of his 30 years in broadcasting. He'll skip over such accomplishments as *Maybelline Playhouse*, the first NBC radio network commercial series to originate in Hollywood; *Camel Caravan,* which started a 13-year-old girl named Judy Garland on the road to fame, and scores of other commercial successes. He'll skip them to talk about *Eyes Aloft.*

This was a wartime series, created at the request of Brig. Gen. William E. Kepner, head of the Fourth Fighter Command. In the summer of 1942, General Kepner called in the radio networks and told them that Air Warning Service volunteers, plentiful enough in the weeks immediately following Pearl Harbor, had drifted away when Jap bombers failed to attack the West Coast. Unless they could be brought back to their posts, he said, the Army would have to put 150,000 soldiers on plane spotting duty. They were brought back and what brought them was *Eyes Aloft*, broadcast each Monday evening on an NBC Pacific Coast network, as well as most of the independents in the area.

'Time' Magazine Salute • "Mainly responsible for the show's success is a smart Hollywood freelance writer named Robert Leigh Redd," *Time* magagine reported in its issue of Nov. 16, 1942. "Vetoing stuffy talks, Redd sold NBC and the Army on a heart-warming story of A.W.S. volunteers at work. Like an efficient census-taker, he visited 2,000 observation posts and filter centers, jotted down true stories of the modern air Reveres that give the program its dramatic highlights."

Born Dec. 13, 1907, in Pendleton, Ore., Bob Redd grew up in Kahlotus, Wash., in the center of the wheat country, with a population of 125 "at peak harvest time." During his high school days, young Bob bought a mail order cornet and learned to play it well enough to land a job with a medicine show that came by one summer. "I also mixed medicine, sold tickets, chopped wood and reveled in being in show business for five whole weeks before my father suggested I go home," he related. "Watching the capable pitchman handle his audience, I became aware of the bare-bone techniques of selling."

At Oregon State College, he ran a dance band, sold advertising on the school daily newspaper and later became its business manager. Summers he sold everything from life insurance and water sprinklers to neon signs and time on KWJJ Portland. Graduated in 1928 with a B.A. in business, he won a scholarship to New York U.'s graduate school where he studied advertising and worked after school at Loesser's department store in Brooklyn and Hahne's in Newark. The next June he combined this experience and his master's degree to land a job with Peck & Peck, women's sportswear store chain.

Six months later he was made assistant manager of the store at 711 Fifth Ave., which was also the address of NBC. Each evening, Mr. Redd recalls, he would rush upstairs to the network studios to watch radio at work, then go home and practice script writing.

NBC Not Impressed • "I was sure I was good, but NBC didn't see it that way, so I left New York and a few weeks later, tastefully attired in a derby hat and Chesterfield coat, I walked into KGW Portland and so amazed them that they hired me as a continuity writer." Mr. Redd had a chance to write every kind of radio script from song introductions to comedy routines and full fledged dramatic shows. He soon was directing as well as writing and before he left KGW in 1932 to join NBC in San Francisco his title was program manager.

In San Francisco, Mr. Redd was a producer as well as a writer and director. One program he produced, called *Big Ten,* featured the 10 most popular tunes of the week. The music was directed by Meredith Willson. Vocalist of *Big Ten* was a girl named Gogo De Lys, who went to New York with the program when it moved there with a new title, *Lucky Strike Hit Parade.* Two years later Miss De Lys became Mrs. Redd.

Hollywood Beachhead • A year and a day after he had joined NBC in San Francisco, the network sent him to Hollywood to join John Swallow and Cecil Underwood with the assignment of establishing a radio beachhead in that city. Motion picture people then had a very low regard for radio and Mr. Redd spent a lot of time trying to persuade movie stars and producers that radio exposure wouldn't hurt them and might even help their boxoffice. First fruit of this missionary work was *Maybelline Playhouse,* with Hollywood columnist Jimmy Fidler as host and Jean Harlow as the first of a long list of guest stars from motion pictures.

Eastern advertising agencies began opening Hollywood branches, seeking to add Hollywood glamour to their clients' radio show. Mr. Redd left NBC to join William Esty Co. and created *Camel Caravan* for Esty's chief account. A year later he decided he'd rather freelance and that he did until 1950, when he joined Erwin Wasey as head of radio and tv on the coast. Shortly therefater he was made a vice president, retaining that title when that agency merged with Ruthrauff & Ryan in 1957.

Mr. Redd has created scores of radio and tv series, written, directed and produced thousands of broadcasts. Stars who made their radio debuts under his supervision include Clark Gable, John Barrymore, Rex Harrison, Dorothy Lamour, Gordon Jenkins, Dean Martin and Jerry Lewis. He helped bring *Burns and Allen* from radio to television in tv's first co-sponsored half-hour program, which ran for eight years with Carnation Co. as a sponsor.

Today his Los Angeles staff plans campaigns, buys time and programs, creates, writes and produces commercials for both radio and tv. EW-RR's broadcast billings are the largest of any West Coast agency office.

Mr. Redd lives in Beverly Hills with his wife and their 19-year-old daughter, Mary Robin. He reports his hobbies as flying and painting, but he devotes more time to working for California Welfare Federation, United Givers Fund (whose 1958 campaign he served as radio-tv co-chairman), Radio-Tv-Recording & Advertising Charities Inc. and similar public service causes.

EDITORIALS

The split personalities

WE sometimes think that some of the most abusive attacks on television come from publishers who own television stations. This could be significantly serious, implying to outsiders that the critics speak from inside knowledge, except that while they rant about tv's shortcomings they apparently do not find television so debasing or unprofitable that they want to get out of the business.

What is the phrase? They want to eat their cake and keep it too.

Comes now Vernon Myers, publisher of *Look*, which has tv ownership ties. Mr. Myers, unhappy with competitive cost-per-thousand comparisons, suggests that the public be charged for tv programs so that paid circulations of the broadcast and printed media can be compared.

This is ludicrous. Our reaction is just what Mr. Myers' would be if we suggested that he give *Look* away for nothing. Or sell each article separately.

What Mr. Myers is proposing, of course, is pay tv. This advocacy is becoming quite popular among members of the print fraternity. A week ago the *Saturday Evening Post* devoted its entire editorial page to the proposition that pay television be given a trial run; *Reader's Digest* did it at greater length a few months back, and then there is always that *Fortune* outburst last December.

Mr. Myers also asks a question; the answer, we think, he already knows. Arguing that advertisers pay for television programs but not for newspaper editorial content—a questionable premise in itself—he wants to know: "Which sells goods—programming or advertising?" We don't deny that it's the advertising that sells, but if Mr. Myers thinks programming doesn't play a part, then let him drop *Look's* editorial quality one notch.

How about an open covenant?

TWO years ago we were called alarmist (and worse) when we printed a story reporting that the military was considering an attempt to capture tv channels 2 through 6.

Events since then have confirmed that our story was right as far as it went, but it didn't go far enough. It is now clear that there have been serious, if secret, discussions about a possible accommodation of the military as part of an exchange of spectrum space which would give television a wider range of vhf facilities at the sacrifice of chs. 2-6. A good many developments could be cited to support that conclusion, but it is enough to mention the following:

Last June FCC Comr. T.A.M. Craven submitted to his fellow commissioners a memorandum proposing, as a basis for discussion, that television be reallocated to a band of 25 contiguous channels in the vhf range. The proposal was for a transition over a 7- to 10-year period to a tv system starting at 174 mc (the present ch. 7) and running up to 324 mc. It would mean adding 18 new vhf channels above the existing ch. 13, in space now occupied by the government, and relinquishing to government and other services the space now occupied by television's vhf chs. 2-6 and all its uhf channels.

Mr. Craven did not suck his proposal out of his thumb. He is an engineer, an allocations specialist and a former broadcaster who has an eye for economics as well as engineering. He is also a retired Navy officer and retains service ties. It is unimaginable that he would spring a proposal involving a reallocation of government frequencies if he thought it had no chance of approval by the military.

Since the publication of the Craven memorandum (exclusively in BROADCASTING, June 23, 1958), FCC Chairman John C. Doerfer has made several statements indicating at least qualified interest in the Craven plan. Mr. Doerfer has never endorsed it by name or allusion, but he has spoken of his desire to widen the vhf television band.

It is significant that last week in a speech before the New York Radio & Television Executives Society Mr. Doerfer said of the tv allocations problem: "Expansion in a continuous vhf band is the logical solution and would create the least dislocation for the public. The hope of this possibility is not dead."

Beyond that Mr. Doerfer would not go when asked for amplification, but we cannot imagine the chairman of the FCC saying hope was not dead if it were.

So it is safe to conclude that serious conversations have been held within the Administration about shuffling television and government frequencies. We wish it were equally safe to conclude that television could count on getting the long end of the deal, or even a fair shake. Unfortunately, television up till now has had nothing whatever to say. The discussions have been secret, a circumstance which gives the military a distinct tactical edge.

Last week Leo A. Hoegh, director of the Office of Civil & Defense Mobilization, announced his recommendations for creation of a committee to study spectrum allocations and management. The recommendations were based on a report submitted by a Special Advisory Committee on Telecommunications which Mr. Hoegh created last November at the direction of the President, but the recommendations of Mr. Hoegh differed in two significant respects from those of his special committee.

The special committee recommended that Congress create a study commission of three members to be appointed by the Congress. Mr. Hoegh transformed that to a recommendation that Congress create a commission of five members to be appointed by the President.

A Congressionally-appointed committee would not be apt to be weighted in favor of the military. A Presidentially-appointed committee would be. Somewhere between the delivery of Mr. Hoegh's special committee's recommendations and Mr. Hoegh's rewrite the military got to work.

We doubt that Congress will accept the recommendations of Mr. Hoegh. We think that a full-range and impartial study of spectrum use and management is necessary, but it should be conducted under the direction and control of Congress and with minimum secrecy.

Drawn for BROADCASTING by Sid Hix

"All he's getting out of that is a pair of overdeveloped eyeballs."

Big Pitch From Signal Hill

And this one's a belt-high blazer in anybody's ball game . . . *the Kansas City Athletics baseball broadcasts will come from WDAF Radio and TV starting this year!*

The young man tuning up below will bring together Kansas City's two most famous hills—the pitcher's mound he's standing on at Municipal Stadium and Signal Hill, home of WDAF. This is veteran sportscaster Merle Harmon, the Voice of the A's to millions of fans in six states. Merle will do play-by-play for the Joseph Schlitz Brewing Company and the Skelly Oil Company.

It was real cool at the Stadium when Merle got his first feel of the WDAF mike, but we couldn't wait to spread the word. In the first place, pitchers and catchers report very soon now, and Merle will be heading south for training camp. In the second place, we think our Athletics-WDAF team may figure big in your spring and summer selling plans for Mid-America. In short, it's later than you think. Better check with our good reps as soon as possible.

RADIO: Henry I. Christal Co., Inc. • TELEVISION: Harrington, Righter & Parsons, Inc.

Schlitz

WDAF TV 610 SIGNAL HILL
KANSAS CITY, MO.

SKELLY

BASIC NBC

A NATIONAL THEATRES STATION